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Bulletin of Pharmacy

A LIVE MAGAZINE FOR DRUGGISTS

VOLUME XXIX. JULY, 1915. NUMBER 7.

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ONE DOLLAR A YEAR

E. G. SWIFT, PUBLISHER,
DETROIT, MICH.

SINGLE COPIES TEN CENTS

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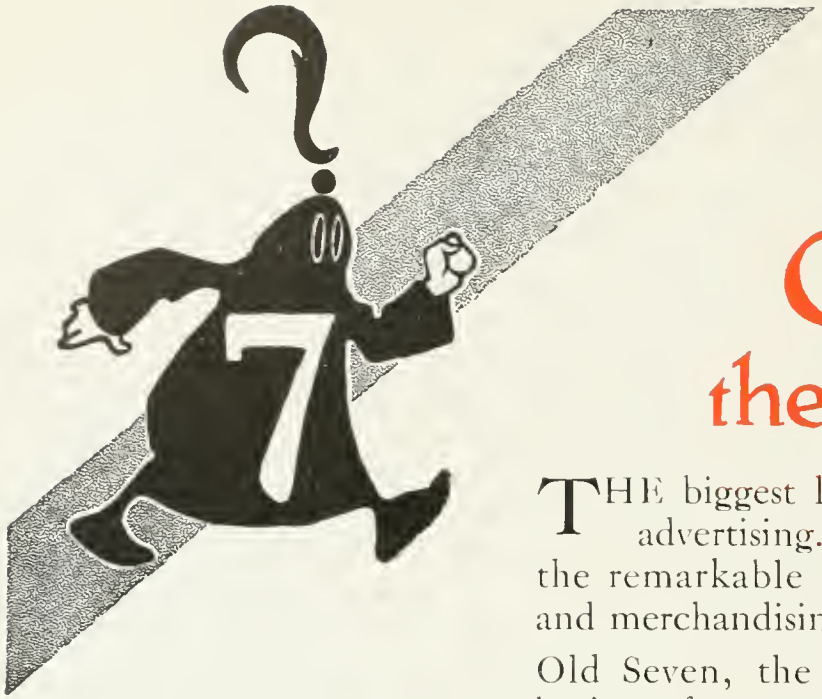


Old 7
the Baffler

THE biggest hit in chewing gum advertising. The keystone of the remarkable Sterling advertising and merchandising scheme.

Old Seven, the Baffler, is making business for you—business in

Sterling Gum
The 7-point gum
PEPPERMINT – RED WRAPPER
CINNAMON – BLUE WRAPPER

All over the country, in big and little towns, people are asking who he is, and buying Sterling Gum in an endeavor to find out.

A lot of Sterling Gum is being sold—a lot more is going to be sold—get your share of Sterling Business.

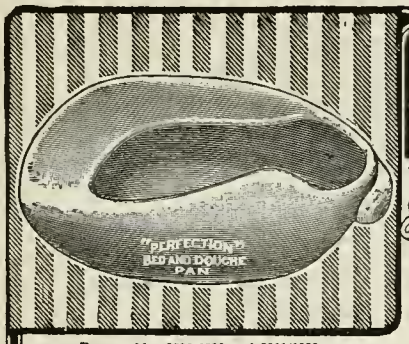
The Sterling Gum Company, Inc.

CAPITAL, $6,000,000

Harris and Ely Aves. and William St., Long Island City, Greater New York

FRANK L. E. GAUSS, President

FOWLER MANNING, Vice-President and Sales Manager



Patents No. 9583/1900 and 5811/1909

MEINECKE
"PERFECTION"
BED AND DOUCHE PAN

THE MOST COMFORTABLE AND SANITARY BED PAN IN THE WORLD

Best for Hospital and Sick-Room

It is the MOST COMFORTABLE Bed Pan
It is the MOST SANITARY Bed Pan
It is also a DOUCHE PAN, as well as a Bed Pan

It is more Comfortable than any other Bed Pan because it is shaped to fit the body, and there is no pressure on the end of the spine.

It is more Sanitary because it has a wide open end which permits the Pan to be easily emptied and cleansed. There is no Unsanitary Spout where matter can lodge.

The "Perfection" is Used in the Principal Hospitals in Great Britain where it is Rapidly Displacing the Old Style Pans.

During the Past Three Years the Sales of the "Perfection" Have Doubled.

Also Used in 2000 Hospitals in the United States

It is a Combined Bed and Douche Pan, and when the "Perfection" is used it is not necessary to buy Douche Pans.

The Doctor or Nurse can reach the parts while the patient is on the Pan.

Two Sizes

No. 1, Standard Size for Adults
No. 2, Small Size for Children

Retailers Can Obtain the "Perfection" from their Regular Wholesale Dealer

MADE BY GRIMWADES LIMITED STOKE-ON-TRENT

Wholesale Dealers from whom the "Perfection" Bed Pan can be obtained.

London.

W. H. Bailey & Sons, Ltd., 38 Oxford St., London.
Butler & Crispe, 82 Clerkenwell Road, London, E. C.
Hospital and General Contracts, Ltd., 33 Mortimer St., London.
S. Maw, Son & Sons, 7-12 Aldersgate St., London, E.C.
May, Roberts & Co., 9-11 Clerkenwell Road, London, E. C.
Medical Supply Association, London.
T. R. Roberts, Ltd., Islington, London.
Sangers, 42 Hampstead Road, London, N. W.
Wm. Toogood, Ltd., Heddon St., Regent St., London, S. E.

Liverpool.

Ayrton Saunders & Co., 32-34 Hanover St., Liverpool.
Evans Sons, Lescher & Webb, Ltd., 56 Hanover St., Liverpool.
White & Wright, 93 Renshaw St., Liverpool.
Wright & Owen, Liverpool.

Birmingham.

Cuxon, Gerrard & Co., Corporation St., Birmingham.
Hedges & Son, 10-12 Dale End, Birmingham.
Southall Brothers & Barclay, Ltd., Broad St., Birmingham.

Manchester.

Mottershead & Co., 7 Exchange St., Manchester.

Leeds.

Reynolds & Branson, 13 Briggate, Leeds.

Leicester.

A. De St. Dalmas & Co., Leicester.

Derby.

J. L. Carter, 15 Market Head, Derby.

Southport.

Hospital Contractors' and Nurses' Outfitting Association, Southport.

Wolverhampton.

Martyn's Stores, Ltd., Wolverhampton.

Perth.

A. Ramsey, 128 South St., Perth.

York.

Bleasdale Ltd., 23 Colliergate, York.

Nottingham.

Boots Ltd., Station St., Nottingham.

Southampton.

Payne & Son, 48 High St., Southampton.

Wigan.

Brown & Co., 51 Mesnes St., Wigan.

Boston.

C. Skinner & Son, Boston.

Reading.

Watson Brothers, 13-15 Minster St., Reading.

Keighley.

W. Waddington, 128 South St., Keighley.

Bristol.

Harris & Co., Ltd., Union St., Bristol.

SCOTLAND.

J. C. Macfarlan & Co., Abbey Hill Chemical Works, Edinburgh.
Baird Brothers, 97 Bath St., Glasgow.
Cockburn & Co., Ltd., 130 Howard St., Glasgow.

Send For Our

NEW CATALOG "A"

(Superseding previous issues)

Illustrating and describing
the most complete line of

DECORATED TIN BOXES

for dispensing purposes ever offered
THE RETAIL DRUG TRADE

Boxes for every requirement
of the Modern Drug Store.

A complete supply of all styles and
kinds kept in stock.

American Stopper Company,

Dwight and Verona Streets, - - BROOKLYN, N. Y.

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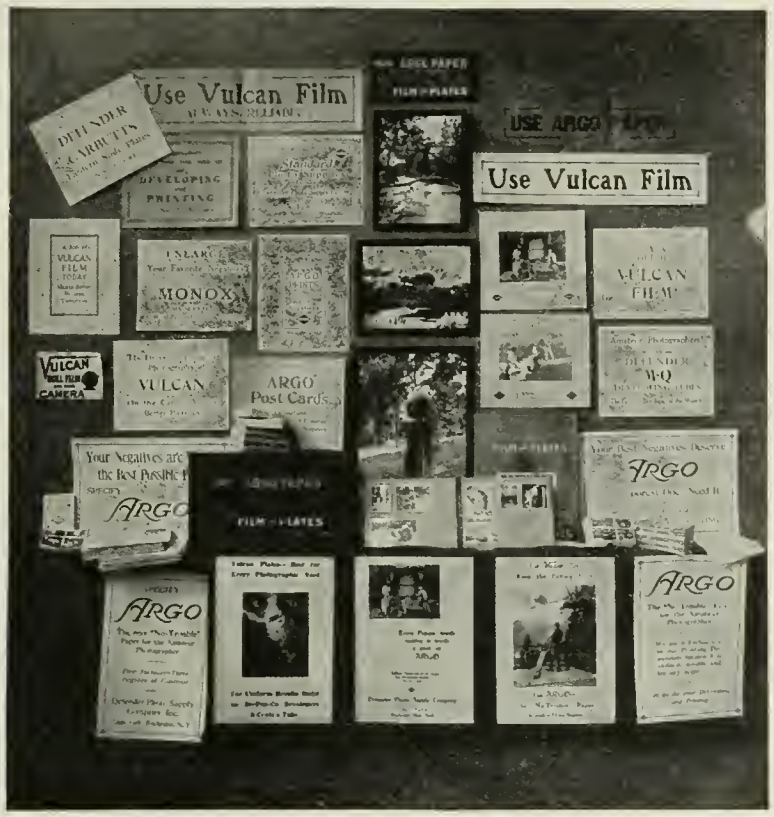

DOLLARS WILL ROLL YOUR WAY

Just so soon as you inaugurate a photographic department, and there is no better time to begin than right now when vacationists are spending thousands of dollars for cameras and supplies. Delay is costing you a great deal of money. Act now!

DEFENDER PHOTO SUPPLIES

VULCAN FILM AND PLATES AND ARGO PAPER

are the standard and are in demand by both amateur and professional photographers everywhere. Their wide reputation makes it unnecessary for you to do any pushing to start a photographic department. We have devised a method whereby the inexperienced dealer can put in an initial stock of Cameras and necessary supplies, chemicals, etc., on a small investment and without the bother and uncertainty of selecting such a stock item by item. This method is

OUR INITIAL PLAN "R"—SEND THE COUPON TO-DAY!

The picture above partially shows the splendid assortment of dealers' helps which we supply to DEFENDER dealers. This advertising matter includes signs, mounted prints, framed enlargements, screens, booklets, circulars, folders and an electric flash sign. Our sales and advertising departments are at your service to help you in every way possible. Don't fail to send the coupon for details of INITIAL PLAN "R."

DEFENDER PHOTO SUPPLY CO., Inc.

ARGO PARK,

ROCHESTER, - N. Y.

THE DEFENDER PHOTO SUPPLY COMPANY, INC.
ROCHESTER, N. Y.

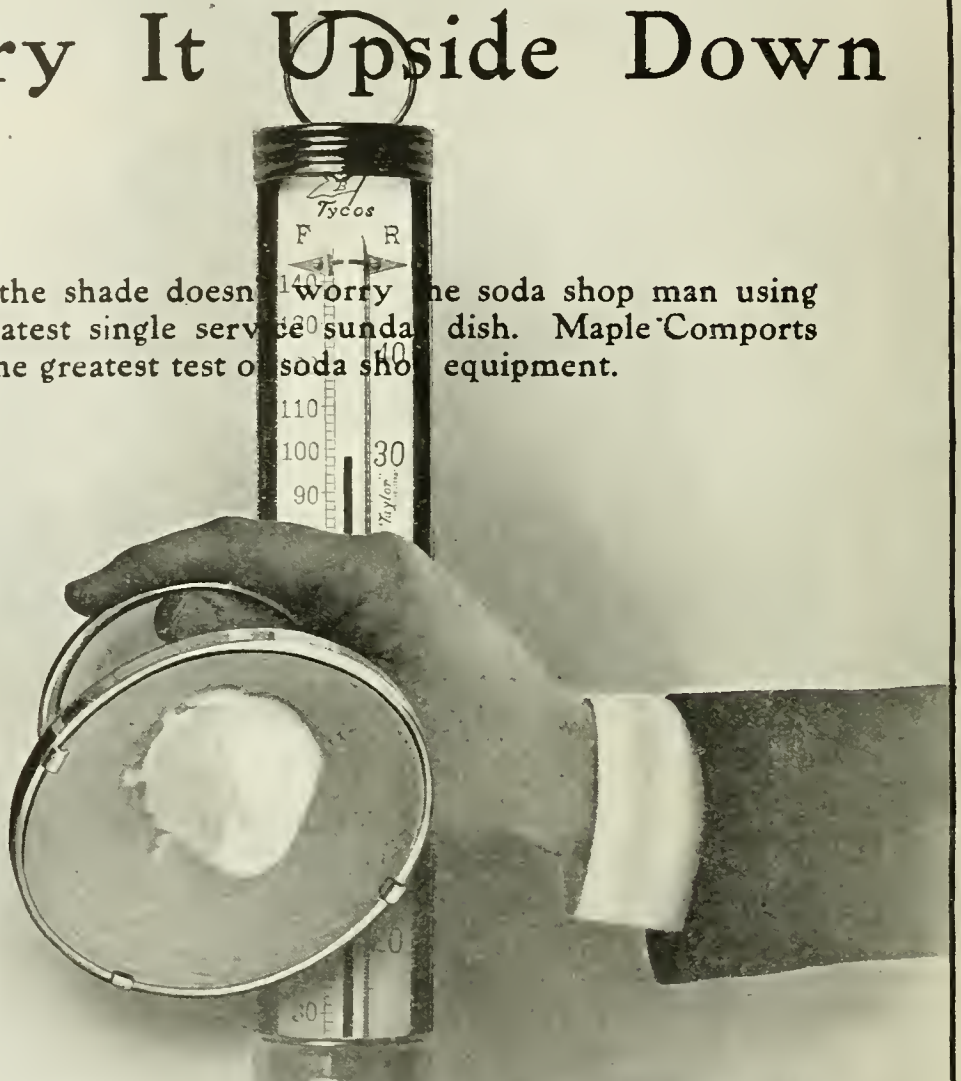
Please send details of your INITIAL PLAN "R"

Name

Address

B. of P.

Carry It Upside Down



98° in the shade doesn't worry the soda shop man using the greatest single service sundae dish. Maple Comports stand the greatest test of soda shop equipment.

Ice Cream sticks to the Maple Comport. The Maple dish does not take on the heat of the day as do dishes made from other materials. Actual tests show that the cream is firm and hard on the

Maple Comport

long after it has melted away on other sundae dishes. Use the great

Hot Weather Dish

The Oval Wood Dish Company

New York Delta, Ohio New Orleans

How To Get More Profit out of Your Present Volume

The Sign of the Nurse Points out the SAN-TOX Druggists

WHY strain every nerve and lie awake nights trying to figure some scheme for increasing your volume, when the chances are your *present* volume is already large enough to net you a big income?

Suppose a druggist is doing a $20,000 volume and that a fourth of it—$5,000—is on toilet and household preparations. Nearly all lines of such preparations consist of $2, $4 and $8 items on which he does well if he nets a profit of 20% or $1,000.

What a vastly different showing he makes with

San-Tox

The Public Service Line

which consists of upwards of 100 toilet and remedial specialties—for the most part $1, $2 and $4 items. An investment sufficiently large to do a $5,000 volume would hardly exceed $1,700, leaving an additional profit of $2,300.

Just direct your present volume into the common-sense channel here pointed out. Your *increased profits* will *quickly convince you* that the **San-Tox** line has opened up new and tremendous possibilities in drug-store merchandising.

Quality? We back it to the limit. We challenge the world to show better quality. Every **San-Tox** preparation sold with an absolute guarantee of satisfaction or money refunded.

An exclusive agency for the **San-Tox** line would be a wonderful asset for you. Our national advertising is creating an enormous demand. *You* would derive the exclusive benefit in your territory. Write to-day for full particulars.

The DePree Chemical Company, - Chicago, Ill.

IMPORTANT ANNOUNCEMENT

IN ADDITION to our present comprehensive line of Soda Fountains and Store Fixtures, we have decided to place at the disposal of the retail druggist a very high grade mahoganized Drug Fixture outfit, at a very low price, on most liberal terms, and which will embody features in material, construction, design, arrangement and finish unobtainable elsewhere at anything like the same price.

These Fixtures, being sectional, will be sold in separate units or complete outfits. When the various units are assembled, the completed whole loses all semblance of sectional construction, typifying the most modern application to Drug Store Fixture construction.

Purchasers of these Fixtures will have the advantage of low price, brought about by large quantity production; time payments, made possible by our adequate working capital; and satisfaction, due to our many years' experience in manufacturing high grade Store Fixture equipment.

This new Fixture equipment will be ready for distribution July 1, 1915. Purchases can be made direct or thru our distributors. Illustrations and full particulars will be sent upon request.

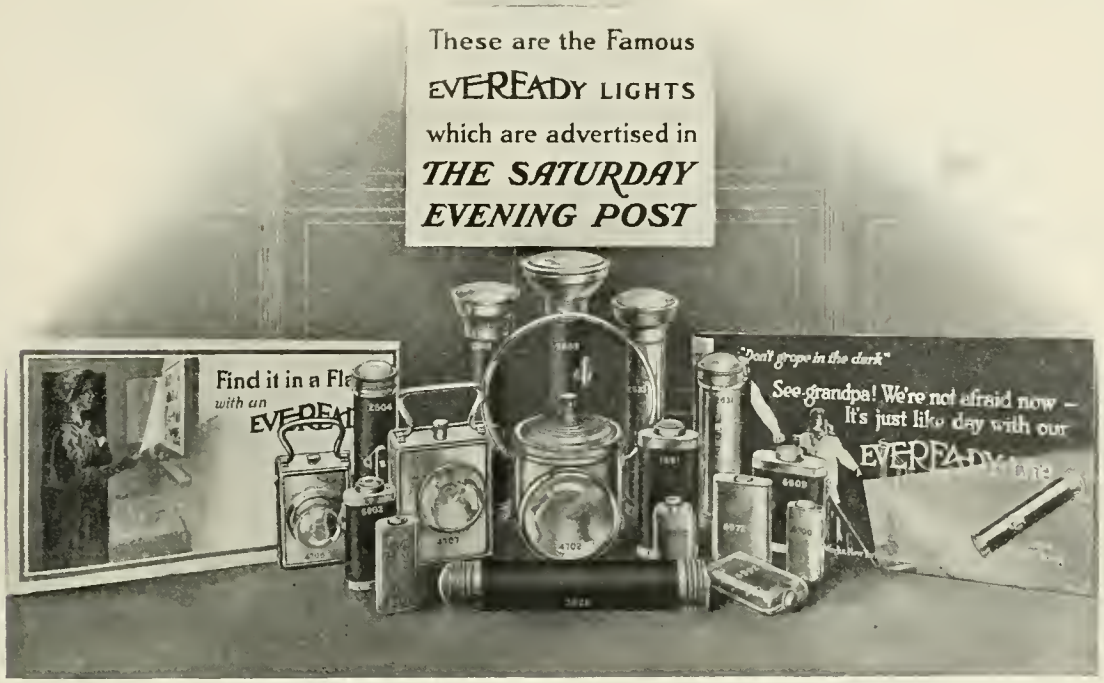
WALRUS MANUFACTURING COMPANY

DECATUR, ILLINOIS

Largest Builders and Distributors of High Grade

Soda Fountains thru Jobbers

Representatives in All Principal Cities



A DISPLAY LIKE THIS

sold $750.00 worth of these goods in nine weeks in an Ohio town of less than 2,600 inhabitants.

EVEREADY FLASHLIGHTS

are making big side-line profits for druggists all over the country, and the profits keep increasing every year, because for every EVEREADY Flashlight sold, the druggist sells an average of four EVEREADY Tungsten Batteries and two EVEREADY Mazda Lamp Bulbs each year.

EVEREADY Flashlights, Batteries and Lamp Bulbs are quick sellers because they are useful to *everybody*. They are being advertised in a big way in 58 national magazines, and they are reliable dependable goods that give satisfaction to customers.

EVEREADY Flashlights do not compete for sales with other drug store goods, and the renewal sale feature, like Blades for Safety Razors and Films for Cameras, keeps your customers coming back into the store.

Made and absolutely guaranteed by the "Largest Manufacturers of Flashlights and Flashlight Batteries in the World."

They are quality goods. Let us tell you more about them. Just mail the coupon.

AMERICAN EVER READY WORKS

LONG ISLAND CITY of National Carbon Company NEW YORK

Branches: Atlanta, Chicago, San Francisco
Canadian Factory: Canadian Ever Ready Works of Canadian National Carbon Co., Limited, Toronto, Canada.

Kindly send your Special Proposition and Catalog No. 23, giving prices and complete list of goods.

Name.....
Street Address.....
.....
City.....
State.....
Jobber.....

AMERICAN EVER READY WORKS
of National Carbon Company
Long Island City - - - - New York

QUALITY FIRST

The first consideration of the careful, discriminating Pharmacist, in buying chemicals, is quality. Thousands of Pharmacists have built up a splendid reputation and prescription business by specializing on "M.C.W." Pure Chemicals. Why not eliminate all chance, worry and argument and specify "M. C. W." Original Packages.

All jobbers at lowest prices.

Mallinckrodt Chemical Works

ST. LOUIS NEW YORK

FITNESS

IN the race for supremacy, whether mental, physical or commercial, "quality" is the deciding factor.

That we have reached the point where we supply more than one-half the Metallic Bismuth sold in this country can only be attributed to the superiority of our product to other brands.

BISMUTH
U·S·M·R·CO
MADE IN U.S.A.
Highest Purity—Arsenic Free

The most rigid tests have shown Manufacturing Chemists that (USMRCO) Brand Bismuth saves considerable expense in the production of Bismuth subnitrate and other Bismuth salts because arsenic and other deleterious ingredients difficult to eliminate are not present in U.S.M.R.Co. brand Bismuth.

Hence (U. S. P.) standards are reached at a minimum cost of production.

Manufacturing Chemists should insist upon (U.S.M.R.CO.) Brand Bismuth at all times because its uniformity in purity and refinement is always guaranteed.

United States Metals Refining Company,
42 Broadway, New York.

TO THE DRUG TRADE.

We have received so many inquiries and requests from druggists all over the United States for detailed information relative to our notification dated May 14th, 1915, that it is deemed necessary and advisable to take this means of answering them.

FIRST. Let us say right here that the Rockwood Chemical Company wants to continue to enjoy the valued friendship of its large clientele throughout the nation. The controversy we are having now with the De Pree Chemical Company was forced upon us by that concern. They appropriated our "NURSE" trade mark, without even asking our permission, although we have used it for many years. We are *defending* our exclusive trade mark property rights, and protecting our druggist friends who have handled our goods in the past. The druggist who was selling the De Pree Chemical Company's products (known as "San Tox") undoubtedly did so not knowing that he was an infringer. Therefore, we wish you would consider our previous communication a friendly warning, and be governed accordingly.

HISTORY.

1. Many years ago the Rockwood Chemical Company and its predecessors put out various medicinal preparations, adopting and using as their trade mark the *word* "NURSE" and the *picture* or *representation* of a nurse girl.

2. Realizing the great value of its "NURSE" trade mark, the Rockwood Chemical Company duly registered it in the United States Patent Office at Washington, D. C., and a formal certificate was issued in 1909.

3. Recently the De Pree Chemical Company began to sell certain medicinal preparations, and it used the picture of a nurse as a trade mark on such articles. They advertised the mark as *their* "MILLION DOLLAR NURSE TRADE MARK."

4. The De Pree Chemical Company applied for registration in the United States Patent Office of a trade mark, consisting of the picture of a nurse girl, for use on medicines.

5. The Rockwood Chemical Company filed a notice of opposition or bill of complaint against the granting of any registration to the De Pree Chemical Company of a trade mark consisting of the representation of a nurse, as such "NURSE" trade mark was the exclusive property of the Rockwood Chemical Company. The De Pree Chemical Company was formally notified to stop the infringement, and refrain from selling medicinal preparations having thereon the picture of *any* nurse.

6. Next came a motion to dismiss (a demurrer) filed by the De Pree Chemical Company against our bill of complaint, and in substance they asked the Patent Office to dismiss our opposition to their attempt to obtain registration.

7. The United States Patent Office granted a formal hearing. Attorneys for both parties attended at Washington; the whole case was thrashed out very thoroughly, exhaustive arguments and briefs being presented by both sides.

8. The De Pree Chemical Company did not dispute (1) That the Rockwood Chemical Company had priority of use; (2) That the two trade marks involved were used on the same class of goods, *i. e.*, medicine. They denied, however, that the two marks were similar.

9. The United States Patent Office decided in favor of The Rockwood Chemical Company, and refused to dismiss the opposition proceedings, holding that the two trade marks are so similar as to be likely to cause confusion.

"The seventh ground of the motion also raises the question of the similarity of the marks of the parties and points out that prominent features of the opposer's mark are the portrait of Rose Rockwood McKissick and the letters appearing below her picture. While there is some difference between the pictures used by the respective parties, there are many points of similarity. Both women are attired in cap and uniform, such as is commonly worn by nurses. It does not necessarily follow, from the fact that the opposer uses a portrait and the applicant a fanciful picture, that the ordinary purchaser would not be confused. No reference was made at the hearing to any decision holding that a portrait mark is not infringed by a mark showing a fanciful picture, nor is any known to the Examiner."

10. This just decision settles in our favor the most important question of similarity between our "NURSE" trade mark and the one claimed by the defendant.

12. We shall advise you when the final decision is reached.

Yours truly,

ROCKWOOD CHEMICAL COMPANY,

19-20 INDIA STREET

BOSTON, - - - MASSACHUSETTS.

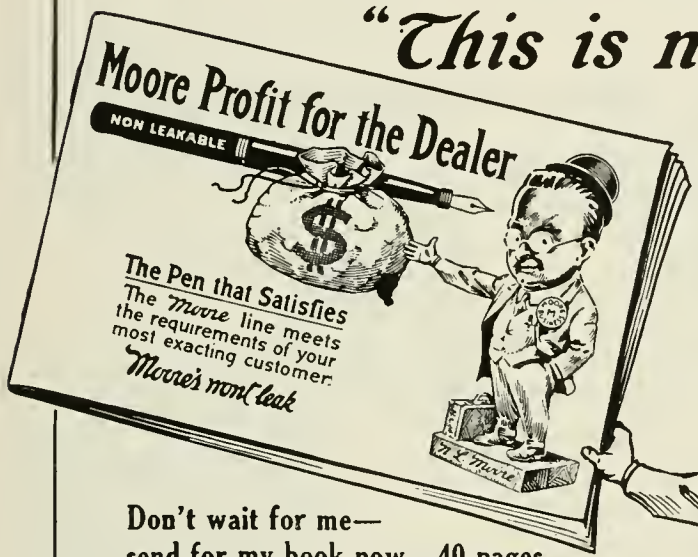
Moore Business

Toledo • • Cleveland

I'm in OHIO today • Akron

"This is my book"

Canton •


Moore Profit for the Dealer
NON LEAKABLE
The Pen that Satisfies
The Moore line meets the requirements of your most exacting customer
Moore's non-leak

Don't wait for me—
send for my book now—40 pages

Dayton •

illustrating the complete line of Moore's Non-Leakable, Ready-to-Write fountain pens. The Moore Non-Leakable pen **is Non-Leakable, is always ready to write, is the most satisfactory fountain pen on the market today.** Different in principle, different in construction, and every point of difference is a point of superiority.

Send for dealers proposition ***now.***

Cincinnati •

AMERICAN FOUNTAIN PEN CO.
ADAMS, CUSHING & FOSTER, Inc.
168 Devonshire St. Boston, Mass.

Stimulate Summer Sales

OVERTHROW THE DULL SEASON THEORY BY DOING SOME SOUND, SENSIBLE, SEASONABLE ADVERTISING AT THIS TIME.

Vigorous advertising overthrows every dull season theory. It clears away stock, keeps salespeople employed, and pays bills.

When trade is dull you should do your most active hustling—your ads should be more convincing.

Start an active advertising campaign now and gain a momentum which will carry you far into the good fall season.

The Manning Advertising Service

contains copy for every form of advertising which the busy druggist is apt to need: **Newspaper Ads, Booklets, Circulars, Folders, Blotters, Mailing Cards, Counter Slips, Circular Letters, Letters to Physicians, Signs, Mail Order Ads, Illustrated Window Displays and Picture Slide Advertising.**

Only One Dollar a Month.

We are enabled to make you the cheap rate of $1.00 a month because we furnish the same Service to a large number of other druggists. The same amount of material, if prepared by an expert ad writer for your Exclusive Use, would cost you not less than $50.00 a month.

Don't let our Service get on your competitor's pay-roll.

We Serve You Only.

Our Service is supplied Exclusively to one Druggist in a locality. As all material furnished by us is copyrighted, and as clients are limited to one in each locality, there is no chance of work prepared by us being duplicated by your competitors.

You can secure the Exclusive Use of the Manning Monthly Advertising Service for your town, if you act NOW.

Ask for our Booklet— "Little Stories of Success."

Compares It With Other Drug Services.

We are well pleased with your Service and you may continue sending it. It is a great help to one who is short on time. We have tried one or two other services, but have found them too strong on "flowery language" and not strong on "brass tacks," and therefore not suited to our needs.

CITY DRUG STORE, Park Falls, Wis.

What the Service has done for others it can do for you.

Tear off here and mail to-day.

ORDER

Manning Advertising Service,
St. Louis, Missouri.

Date.....1915.

If you have no client in this locality, please enter my/our order for the Exclusive Use of the Manning Monthly Advertising Service for this locality for ONE YEAR and monthly thereafter nntil notified to discontinue. For this service I/we agree to pay you at the rate of One Dollar ($1.00) a month, payable quarterly. Please start the Service with the ( ) issue.

STATE MONTH

NAME _____ STREET _____

TOWN _____ STATE _____

NOTE:. Discount for Payments in Advance 5% for 6 Mos.—10% for 12 Mos.

Here are just a few of the many valuable

GIFTS

which we are offering to druggists and their clerks for friendly co-operation in the sale of the well-known

AutoStrop SAFETY RAZOR

Men have learned from actual experience with all kinds of safety razors, that a razor MUST BE STROPPED to produce a satisfactory shave.

Consequently, it is easier now than ever before for you to sell the ONLY AUTOMATICALLY STROPPED safety razor—the AUTOSTROP.

Our new and unique GIFT PLAN enables a dealer, without cost, to promise his own clerk a valuable reward for each AUTOSTROP razor sold.

This striking plan will interest you. Send the coupon at once for full particulars.

AUTOSTROP SAFETY RAZOR COMPANY
NEW YORK
N. Y.

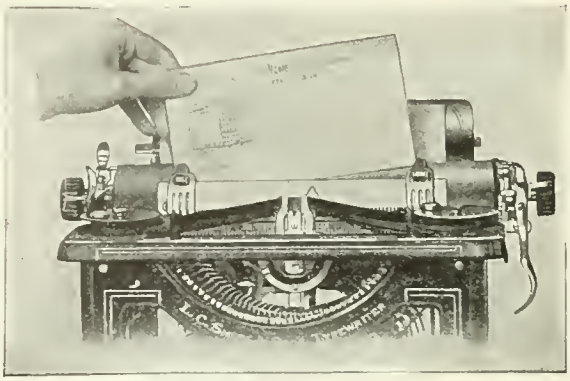
Please send me the details about your GIFT PLAN for retail druggists and clerks.

Name _____

Street _____

City _____

AUTOSTROP SAFETY RAZOR CO.
345 Fifth Ave., New York.



"FRONT FEEDING" ENVELOPES.

SHORT CUTS THAT SAVE TIME

If there are a large number of envelopes to be addressed, let the operator try the "front feed" method on the L. C. Smith & Bros. typewriter. A sheet of paper is inserted as shown in the illustration, then the envelope is placed back of it and the platen is turned *toward* the operator to the writing point. The envelope is then addressed in the ordinary manner.

Our new booklet "A Lesson in Operating" tells about this and other time-saving features. It will be mailed with no charge if you ask for it.

L. C. SMITH & BROS. TYPEWRITER CO.

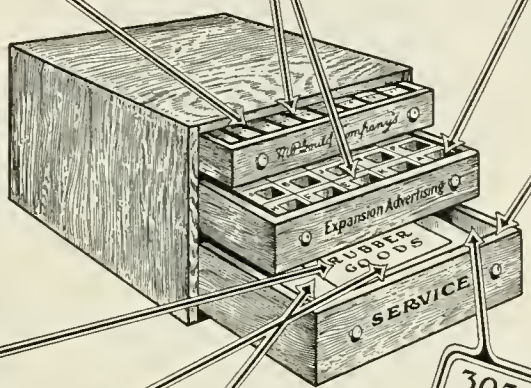
Factory and Home Office,

SYRACUSE, - - N. Y.

Branches in all principal cities.

The most wonderful-the most economic-the greatest SPACE SAVING advertising and CUT SERVICE ever supplied to any trade.

A Brand New Invention



129 Indestructible SOLID METAL ARTICLE CUTS

1209 Indestructible SOLID METAL Combination Illustrated Headline and Article CUTS

16 Indestructible SOLID METAL Illustrated Headline CUTS

Handsomely finished 3 Drawer Solid Oak Cabinet
A place for Everything
Everything in its place

4 Large Merchandising and Advertising MANUALS
164-Pages
700-and over separate and distinct copy and sales plans
IDEAS

171-Article CUT Combinations for RUBBER GOODS
173-Ideas for Advertising including copy. A mass of sales and advertising information. All this exclusively for RUBBER GOODS

263-Article CUT Combinations for SUNDRIES
315-Printed and Illustrated, separate and distinct pieces of advertising copy and ideas. Numerous plans and schemes for bettering sales. All this material exclusively for SUNDRIES.

PRINTED and ILLUSTRATED IDEAS for
Booklets, Circulars, Folders, Handbills, Blotters, Post Cards, Mailings, Wrappers, Counter Slips, Package Stuffers, Dodgers, Window Cards, Letters, Hundreds of Newspaper Advertisements. A veritable encyclopedia of Drug Store Advertising.

305-Article CUT Combinations for TOILET GOODS
263-Printed and Illustrated Advertising copy ideas. A big volume of SALES ideas, plans, schemes, etc. All these exclusively for TOILET GOODS

An invention that has taken years to work out-that has cost us thousands of dollars to produce-that we put into the hands of our Retail Druggists for a nominal sum-that has become instantaneously popular.

Only inquiries written on business letterheads will be answered.

M. P. Gould Company
120 West 32nd Street New York

Cut out FREE Coupon, sign name and return at once →

Above Solid Oak Cabinet
FREE
Without obligations or expense to us, make us acquainted with your new invention cut and advertising Service. Also how we are to obtain your Solid Oak Cabinet free.

Name _____
Street _____
City _____ State _____

B.P. June

Hydrogen Peroxide, P. D. & Co. or Cheap Peroxide—Which?

WHEN you get a call for peroxide, do you offer your customer a cheap product at a cheap price, or the best peroxide that can possibly be produced—Parke, Davis & Co.'s Hydrogen Peroxide?

Our hydrogen peroxide is a pure, dependable peroxide. It is full strength. It is as stable as is possible to a product of its nature. It is the best peroxide that we know how to make, and we have had forty-five years' experience in chemical and pharmaceutical manufacture.

Showing the new metal cap.

Hydrogen Peroxide, P. D. & Co., means satisfied customers. It means a legitimate profit. Your patrons will willingly pay a reasonable price when they know that they are getting a product of the highest grade. Why push peroxide of questionable strength and purity? Why descend to the level of cheap competition?

Pint, ½-pint, ¼-pint, 5-pint and gallon bottles.

Laboratories: Detroit, Mich., U. S. A.; Walkerville, Ont.; Hounslow, Eng.

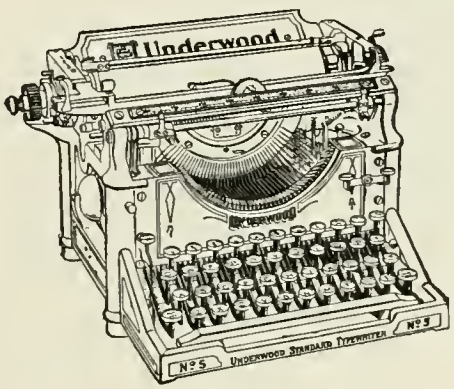
Parke, Davis & Co.

Branches: New York, Chicago, Kansas City, St. Louis, Baltimore, New Orleans, Minneapolis, Seattle, Boston, Buffalo, Pittsburg, Cincinnati, Indianapolis, U. S. A.; Montreal, Que.; London, Eng.; Sydney, N. S. W.; Petrograd, Russia; Bombay, India; Tokio, Japan; Buenos Aires, Argentina.

LONDON, ENG. Offices—50-54 Beak Street, W. Warehouse and Laboratory—Hounslow. WALKERVILLE, ONT. MONTREAL, QUE. 118 St. Paul Street, W.

Holder of all World's Records for typewriter Speed and Accuracy.

Used by all World's Champions and successful speed operators.



UNDERWOOD

Holder of the Elliott Cresson Medal for superiority of mechanical construction.

The machine that broke all records in mechanical history for rapid growth in output.

"The Machine You Will Eventually Buy."

UNDERWOOD BUILDING NEW YORK

COME TO THE

TENTH ANNUAL CONVENTION

of the Federation of

TRADE PRESS ASSOCIATIONS

THE BELLEVUE-STRATFORD HOTEL
PHILADELPHIA
SEPT. 7-8-9, 1915

Come to *give* and to *get*. Come in confidence that the experience will prove of daily benefit in your business, whether you are a

Manufacturer Sales Manager Executive
Advertiser, Advertising Manager, Editor or Publisher

AT this convention you will discover a keynote of co-operation in the interest of higher ethics, greater efficiency, bigger growth. The reports, speeches and discussions will all pulsate with a big purpose that leads toward the development of bigger men as well as bigger business.

THE FEDERATION OF TRADE PRESS ASSOCIATIONS

—comprises 250 leading trade and technical journals — exists for the purpose of developing and encouraging higher and still higher ethical standards in publishing, advertising and general business practice— represents over $40,000,000 invested capital.

—reaches through its consistent publication, millions of business men!

—includes in its membership publishers expending over $37,000,000 in salaries and wages.

—desires the individual interest and co-operation of every reader and advertiser.

—wants you to attend its annual gathering.

THE time you spend in attending the Convention will pay large dividends in broader perspective, increased enthusiasm, higher efficiency, fresh inspiration. For additional information write to

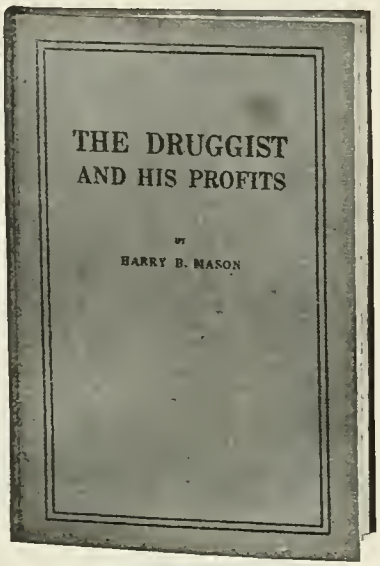
Bartley J. Doyle, Chairman Committee on Arrangements
512 Race Street, Philadelphia

The Federation of Trade Press Associations

John Clyde Oswald, President, New York
A. A. Gray, Vice-President, Chicago
Grant Wright, Sec'y-Treasurer, Philadelphia

A NEW BOOK:

"The Druggist and His Profits"



By HARRY B. MASON,

Editor of THE BULLETIN OF PHARMACY.

This is a book of remarkable usefulness to every druggist, and is the first of the kind to be published. Its purpose is to tell the druggist three things:

1. **How to know what his business now yields.**
2. **How to know what it should yield.**
3. **How to make it yield what it should.**

Mr. Mason was the pioneer in such work. For 10 years or more he has been writing and lecturing on this theme, and has finally elaborated the whole subject in book form.

By a simple system of records, easily kept, it is explained how the druggist may learn the exact facts about his expenses and profits, and then it is told how this information may be used to bolster up the earnings in every department of the store.

To the average druggist this book will mean several hundred dollars a year in increased profits.

Sent for $1.00 post-paid.

E. G. SWIFT, Publisher, - Detroit, Mich.

Silvol

Your medical patrons will want this powerful germicide. See that they are able to get it.

SILVOL is a new silver compound—a powerful, non-irritating antiseptic, designed for the treatment of inflammatory conditions of mucous membranes—diseases of the eye, ear, nose, throat, bladder, vagina, urethra, etc.

We are creating a demand for SILVOL, bringing its remarkable germicidal property to the attention of physicians, using for the purpose every legitimate means at our command.

Stock SILVOL. You will be sure to have orders.

Powder: Bottles of one ounce.
Capsules (6-grain): Bottles of 50.

Laboratories: Detroit, Mich., U.S.A.; Walkerville, Ont.; Hounslow, Eng.

PARKE, DAVIS & CO.

Branches: New York, Chicago, Kansas City, St. Louis, Baltimore, New Orleans, Minneapolis, Seattle, Boston, Buffalo, Pittsburg, Cincinnati, Indianapolis, U. S. A.; Montreal, Que.; London, Eng.; Sydney, N. S. W.; Petrograd, Russia; Bombay, India; Tokio, Japan; Buenos Aires, Argentina.

LONDON, ENG. Offices—50-54 Beak Street, W. Warehouse and Laboratory—Hounslow

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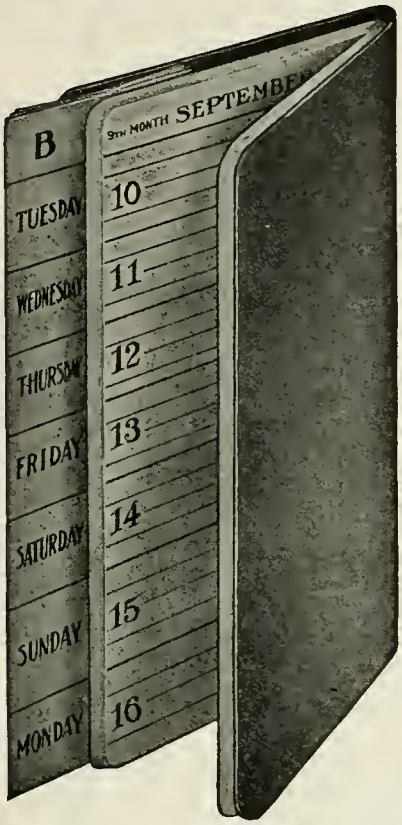


Full leather binding. Sample 25c post-paid.
A great souvenir for your customers.
Quantity price on application.

Perpetual Diary

(Patented January 24th, 1905)

Daily, Monthly and Yearly Diary.

Seelman's Perpetual Date Book is the only publication ever issued that will serve as a perpetual calendar and register of all important events.

It can be used for recording appointments, meetings, dues, notes, all legal obligations, contracts, receipts, weather reports, etc.

A Comparison with Records for Previous Years Instantly Available.

A Family Register—Births, marriages, deaths, accidents, sickness, rent, board, vacations, travels and other important personal notes can be permanently recorded.

A School Register—Examinations, attendance special days, exercises and historical events can be jotted down for instant reference and comparison.

Any given day and date for any year easily found.

Invaluable to the business or professional man, farmer, mechanic and everybody desiring records of daily events.

Prescription Case for Physicians

Every physician needs a prescription case.

Why not present him with one bearing your card?

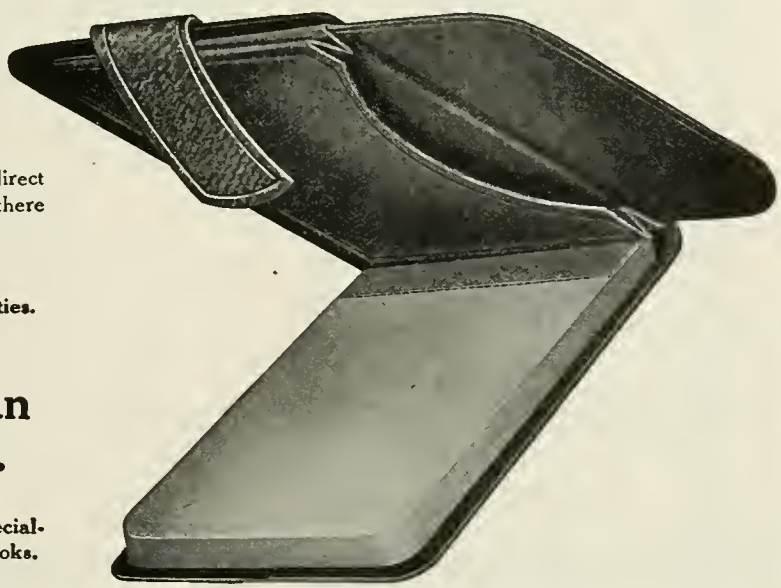
For permanent and direct advertising to the physician there is nothing better.

Special Prices on Quantities.

Geo. Seelman & Sons Co.

Manufacturers Leather Specialties and Memorandum Books.

Milwaukee, - Wis.



Genuine Seal Grain Leather.

PRICE $1.00—40 PER CENT DISCOUNT TO DRUGGISTS.

Your Card in Gold, 25c. Doctor's Name, 10c. Post-paid on Receipt of Price.

We are at last in a position to report something to interest and gratify

THE HONEST DRUGGIST

To seriously concern and displease the

SUBSTITUTOR

To surprise, disappoint and thwart the

UNSCRUPULOUS and CONTEMPTIBLE MANUFACTURER

who supplies a counterfeit and fraudulent product for substitution purposes.

Ergoapiol (Smith) capsules bear on the inside of each capsule the letters M. H. S.

These letters are not visible from the outside, but they are plainly discernible in the gelatine when the capsule is cut in half.

This method of marking Ergoapiol (Smith) now offers absolute protection against any imposition in the use of a spurious and fraudulent product.

Identification by the physician or patient is now very simple, because no analytical investigation is necessary and because no one else can use this invention as it is our exclusive property under Letters Patent in the United States and foreign countries.

We have been manufacturing Ergoapiol (Smith) with this patented protective mark for the past two years, but have withheld announcing the fact, so as to give reasonable and ample time for all the old style capsules to have been dispensed.

Physicians are now being fully informed regarding this protective mark and easy method of identification.

Capsule intact, showing no mark objectionable to the physician.

Patented in U. S. and foreign countries.

Capsule cut in half through the seam, showing initials.

Ergoapiol (Smith) is to be had only in packages of twenty capsules each. It is not *under any circumstances* supplied in bulk or other form.

MARTIN H. SMITH CO., New York, N. Y.

BULLETIN OF PHARMACY

Vol. XXIX. DETROIT, MICH., JULY, 1915. No. 7.

THE
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Box 484, DETROIT, MICH.

THE MONTH'S HISTORY

HARRISON LAW PRESCRIPTIONS DEFINED.

The word "preparations," as generally used and understood, means ready-made or prepared medicines; and the word "remedies" means something that cures or is efficacious in a specific disease: these are government definitions, and are important. But not so important as this, also a departmental attempt at definition: "a prescription is the written directions or recipe of a physician for the compounding or preparing of a medicine, and directions for its use to meet the existing conditions in the case of a particular patient."

These definitions appear in a Treasury ruling or decision in connection with the Harrison law—and here is the point: it is by the light of what we are now told preparations, remedies and prescriptions are that we must interpret the exemption clause (Section 6) of the Federal antinarcotic act.

"It is therefore apparent," the ruling continues, "that the exemptions mentioned in the act do not apply to prescriptions written for any quantity of a narcotic drug, unless the prescription calls for a preparation or remedy prepared in accordance with the U. S. Pharmacopœia, National Formulary, or other formula, or for a remedy or preparation prepared under private or proprietary formula, carried in stock by the dealer, which may be dispensed without a prescription."

* * *

WHAT IT ACTUALLY MEANS.

This is somewhat involved, but the closing paragraph of the decision runs like this: "Every prescription therefore, containing a narcotic drug in any quantity, with the exemptions noted, must have indicated thereon the name and address of the patient, the date, the name and address of the physician, and his registry number. Such prescriptions cannot be refilled and must be filed for a period of two years."

The last two issues of the BULLETIN have contained this information, and it seems that the BULLETIN alone of all the drug journals has taken cognizance of it. From the local revenue office, two months ago, we secured the statement that prescriptions calling for narcotics in any amounts, unless they involved remedies or preparations coming in the classes mentioned above, must be subjected to the restrictions imposed by the Federal act. We put this question up to the local authorities: "Must a prescription calling for one grain of opium in an ounce of water bear the physician's name, office address and registry number, the patient's name and address, and the date?" Their answer was, "It must."

It has been suggested that the situation would be very much simplified if the Harrison law were so amended that all prescriptions calling for narcotics in any form or in any amount were subjected to its restrictions. Thus a great deal of calculating and uncertainty would be eliminated.

YOU OWE YOURSELF A VACATION!

It is expected that the attendance at the August meeting of the A. Ph. A. in San Francisco will be large, for not only can those who go take in the fair also, but the trip itself is one of the best that could possibly be mapped out. Here is an opportunity to see a part of America first!

Arrangements have been made to provide a special train from Chicago to San Francisco, to be known as the "American Pharmaceutical Special," which will leave Chicago Thursday, July 29, at 11 A.M., and arrive in San Francisco August 4 at 5.45 P.M. Stop-over privileges have been provided for at Denver, Colorado Springs, and Salt Lake.

There will be a twelve-hour stop in Denver, and the local branch of the A. Ph. A. will entertain the party, taking it on a sight-seeing trip through the city and suburbs. The train will arrive in Colorado Springs at 10.28 P.M. and remain there over night, leaving at 10.35 the next morning, thus providing ample time for a visit to the Garden of the Gods and other places of interest. These trips will be in charge of F. W. Nitardy, Denver member of the committee on transportation.

Salt Lake will be reached the afternoon of August 3. Local members of the A. Ph. A. will meet the train and conduct the party on a trip through the city. The Mormon Temple, bathing places, and amusement parks will be visited. The train will leave Salt Lake the following morning at 11.45.

A number of return routes are offered, and altogether the trip will constitute a most delightful outing. You owe yourself a vacation. Go to San Francisco!

* * *

THE STEVENS BILL.

The Stevens bill is designed to protect small dealers; to prevent the big concerns from squeezing out the lesser ones by a system of price-cutting. It permits the manufacturer to name the retail price of his product. Under its provisions, for instance, it would not be possible for the big cut-rate store to sell Cuticura Soap for 15 cents, unless the company manufacturing the soap sanctioned the procedure.

Definite action will be taken on the Stevens Bill during the coming session of Congress, and retail trade organizations, almost without exception, are urging that every merchant get into communication with his Congressman, and request him to vote for the bill. The claim is made that the bill failed to pass during the last session of Congress largely because of apathy on the part of those in whose interests it was formulated; because the little dealer did not let his Congressman know where he stood. A great deal of work has been put back of the measure in the meantime, particularly by the American Fair Trade League, and the prediction is made that it will pass.

* * *

WHITE LEAD IN ENGLAND.

American white-lead manufacturers are speculating on what may be the effect of a recent report of a government committee in England which recommends that house, bridge, and ship painters be prohibited by law from using a mixture the pigment in which contains more than five per cent of any lead compound soluble in hydrochloric acid. The committee recommends that zinc oxide be used instead of white lead. Investigations have extended over a four years' period, and were prompted by the prevalence of lead poisoning among English painters.

This is a mere report, however, as pointed out by the *Oil, Paint and Drug Reporter;* and while it will undoubtedly bear considerable weight with Parliament, it is not thought that prohibitory laws will be passed. Restrictive measures are more probable. Attention is also called to the fact that conditions are much different in America than they are in England. American painters are more cleanly in their habits, and very little dry lead is used. In this country we do not hear a great deal about lead poisoning nowadays; much more frequently ill effects are experienced from the fumes of turpentine, it is said.

* * *

AN IMPORTANT TEST CASE.

Litt Brothers, operating a big Philadelphia department store, advertised to sell B. V. D. underwear at 35 cents a suit to all those who would open a charge account with the firm. Those who did not open charge accounts, but who came across with the cash, paid the regular price, 50 cents.

And straightway Litt Brothers got into trouble. Formal complaint was filed with the Federal Trade Commission by retailers in New Jersey, Delaware, Maryland, and Virginia,

this being the first important action under the law creating the Commission.

The claim is made that the department store deliberately conspired to draw trade from other merchants by offering to sell standard merchandise at a cut price, and that such a method does not constitute legitimate competition. Thus the issue between the department stores and the small dealers is clearly drawn, and the case has a national as well as a local significance.

* * *

NEW YORK DRUGGISTS JOIN PROTESTS.

Last month, it will be recalled, we mentioned the fact that the Independent Retail Tobacconists' Association, representing 30,000 or 40,000 affiliated concerns, had filed with the Attorney-General at Washington a request that the proposed merger of the Riker-Hegeman interests with those of the United Cigar Stores Company be prevented. We now learn that drug circles in Greater New York have become somewhat disturbed, also. *Tobacco* is authority for the statement that "prominent among those who are actively opposed to the merger are Dr. Wm. C. Anderson, dean of the Brooklyn College of Pharmacy and president of the Pharmaceutical Conference of New York; J. Leon Lascoff, president of the New York Board of Pharmacy; and C. O. Bigelow, owner of a big independent drug store at 102 Sixth Avenue."

It is asserted that "at a conference of allied retailers, to be held soon, definite methods of opposing the merger will be decided upon."

* * *

A SUCCESSFUL ASSOCIATION.

The Iowa Pharmaceutical Association, which held its thirty-sixth annual convention June 8, 9 and 10, is one of the livest associations in the country. There are 99 counties in Iowa, and through the efforts of the parent body every one of these 99 State subdivisions has a county association. An association organizer, Mrs. Mayme Murray, is on the search constantly for new members, and largely through her efforts 202 names have been added to the roster during the year. The Iowa association now has a membership of 1706. Of these 1519 are proprietors, and 187 are clerks. The registration at the meeting this year was over 800.

THE MICHIGAN MEETING.

The Michigan State Pharmaceutical Association closed a successful meeting in Grand Rapids, June 11, by going on record against one-cent letter postage, price-cutting and rebate-giving, and by electing the following officers: C. H. Jongejan, Grand Rapids, president; W. H. Fox, Coldwater, and Roy Collins, Frankfort, first and second vice-presidents, respectively; John Steketee, Grand Rapids, treasurer; and D. D. Alton, Fremont, secretary. Peter Velma, Grand Rapids, and John H. Webster, Detroit, were made members of the executive committee for three years.

Governor Ferris, Thos. H. Potts and Professor J. O. Schlotterbeck were among the speakers. The executive committee will determine the place for holding the convention next year.

The new officers of the Michigan Pharmaceutical Travelers' Association are: president, W. H. Martin, Detroit; first vice-president, F. E. Wicks, Detroit; second vice-president, Paul Hirth, Detroit; third vice-president, F. L. Raymond, Grand Rapids; secretary and treasurer, W. S. Lawton, Grand Rapids.

* * *

A NEW WARNER COMPANY.

H. H. Warner, of "Warner's Safe Cure" fame, has taken up residence in Minneapolis, and announced the organization of a $600,000 company to put out a full line of proprietary remedies, which will be handled through facilities afforded by our parcel post system—direct from company to customer, presumably. The manufacturing end of the business will be known as the New Era Company, while the H. H. Warner Holding Company will attend to the finances. A number of prominent business men are listed as stockholders.

* * *

CHANGED COURSES AT THE P. C. P.

The Philadelphia College of Pharmacy has made quite a radical change in its series of courses. The present course of three years leading to the degree of Doctor of Pharmacy will be continued, but the entrance requirement will be increased to four years of completed high-school work or their equivalent. In the meantime a two years' course will be established leading to the time-honored degree of Graduate in Pharmacy, and the entrance

requirement will be one year of high-school work. At the other end of the scale will be a course of four years leading to the degree of Bachelor of Science, and comprising four years of work. The entrance requirement will be the same as for the degree of Doctor of Pharmacy. All three courses will have 31 weeks of instruction each year, and the two years' course will comprise a total of at least 1500 hours of work.

* * *

WHAT THEY BUY. Canada buys more goods from us than all other countries of the New World combined, according to a government report covering the fiscal year 1914. Here are the figures: Canada, $345,000,000; Cuba, our second largest American market, $69,000,000; Argentina, third in rank, $45,000,000; Mexico, $39,000,000; Brazil, $30,000,000; Panama, $23,000,000; and Chile, $17,000,000, in round terms; while all other American countries bought to the value of $85,000,000.

* * *

A LIVE ORGANIZATION. The Kansas Pharmaceutical Association had a very successful meeting this year with a total of something like 600 registered, and with 118 new members secured. J. L. White of Washington, D. C., was the official guest, and gave a talk on national legislation. W. J. Bangs, D. von Riesen, and J. Schmitter were reëlected president, secretary, and treasurer respectively. J. L. White, George P. Engelhard, and Harry B. Mason were elected honorary members of the organization.

* * *

At the eighth annual convention of the American Association of Pharmaceutical Chemists, which convened at Rochester, N. Y., the following officers were chosen: president, B. L. Maltbie, Newark, N. J.; first vice-president, E. S. Holt, Cedar Rapids, Ia.; second vice-president, J. W. Haynie, Columbus, Ohio; secretary and treasurer, Dr. C. H. Searle, Chicago, Ill. Next year's convention will be held at Cedar Rapids, Iowa.

* * *

A new Dow store has been opened in Cincinnati, making eleven in all. All the Dow stores are finished in white enamel. Andrew Einspainer is manager of the new store.

EDITORIAL

A NEW BOOK: "THE DRUGGIST AND HIS PROFITS."

A store is well located and well stocked, let us say. The place enjoys a good, steady patronage. The proprietor works early and late—late devising new schemes to sell goods, and early getting these schemes started and put into execution. From the sales standpoint he is eminently successful; yet at the end of the year his bank-book shows a balance that is little short of heart-breaking.

What is the trouble?

An analysis of this business would show that there was not a sufficiently large net profit. This condition might be due to the fact that it cost the man too much to sell his goods, or to the fact that he didn't charge enough for what he sold, or to other equally dangerous faults. Stated in a word, an analysis would show that this man, in a business sense, was unscientific; he did not operate his business on scientific principles.

It is a matter of the utmost importance that every man running a drug store should know how to analyze his business. He is then in a position to know accurately just what he is doing. If he is falling short of the recognized average for a business the size of his, he will know how much, and—what is more important—why. He will then be in a position to put into operation reforms which cannot fail to benefit his bank account.

It is for just this purpose that a new book entitled "The Druggist and His Profits" was written—to teach the druggist how to analyze his business and how to make the facts laid bare by such an analysis result in added profits. The author is Harry B. Mason, Managing Editor of the BULLETIN OF PHARMACY and other periodicals.

Mr. Mason was a pioneer in this work. For ten or fifteen years he has made a close and intimate study of drug-store conditions. Long before this matter was taken up in other fields of retail merchandising, and quite a number of years before occasional articles pertaining to this most important subject began to appear in other drug journals, Mr. Mason was urging druggists to learn the real facts about their business and showing them how to do it. He

was analyzing business statements and commenting on them in the columns of the BULLETIN. Hundreds of statements have been handled in this manner.

Mr. Mason is not a visionary dreamer. He is markedly endowed with the commercial instinct, and has been all over the United States, in hundreds of drug stores, gathering information. He has spoken repeatedly on this subject before pharmaceutical associations and colleges of pharmacy, and has come to be a recognized authority in this particular field.

The book is written in an easy, readable style, and will be found interesting from cover to cover. The pages are not weighted with technical phraseology or with impractical theories. Nor is an elaborate scheme of bookkeeping outlined that would take an experienced accountant to handle. The author has the faculty of going straight to the point and of making himself fully understood by the use of plain, every-day English.

There are fifteen chapters in the book, and the matter of drug-store profits is viewed from every angle. What constitutes a proper gross profit; what expenses ought to be in stores of different sizes; how goods should be priced; how an expense account should be kept; how an annual statement of the condition of the business should be made out; how the percentage of net profit, of gross profit, of expense are obtained; how the various departments in the store can be made to yield a better income—all these, as well as numerous other important subjects, are taken up and discussed in a thoroughly practical, businesslike manner.

One of the most interesting chapters in the book is entitled "Fifty Druggists and Their Profits." The fifty stores are grouped according to their annual sales. In each case the percentages of gross profit, expense, and net profit are given. The total income yielded by each store is stated. These stores are scattered throughout the country, and the averages derived from them are highly significant. They will prove full of suggestion to every druggist anxious to improve his financial condition.

While the volume is intended primarily for druggists, it might well serve as a text or reference book in schools and colleges of pharmacy. The schools are more and more recognizing the importance of commercial instruction, and many of them are making it a part of the regular course.

The volume is strongly bound in brown cloth, contains about 130 pages, and sells for $1. It will be sent, post-paid, by the publisher, E. G. Swift, P. O. Box 484, Detroit.

ARTHUR L. BUZZELL.

CLERKS AND PROFITABLE SALES.

How to get clerks to sell more profitable goods was one of the topics up for discussion at a meeting of the California Pharmaceutical Association.

K. B. Bowerman, who presented the paper that served as the basis for discussion, pointed out that grocers are successful in putting over their "long-shot" brands of canned goods, and that no mere man hesitates to dig up cheerfully all the way from 50 cents to $1.50 for a necktie, "made specially for us," on which the haberdasher reaps a profit of at least 200 per cent. "Then why is it," asked Mr. Bowerman, "that we find it so difficult to get our clerks to push profitable sales over the counter?"

That the subject is a live one is indicated by the number of those who participated in the discussion. Broach a dead topic and there is silence; mention a vital one, and much of the burden of sustaining interest is at once lifted from the chairman's shoulders.

Mr. Bowerman himself led off to the effect that to him it seemed as if the solution to the problem lay in hiring alert clerks. "The chief necessity for the production of profitable sales by our clerks seems to be brains," he said.

Vice-president Reis contended that much of the difficulty lay with proprietors, and advanced the argument that store owners and managers make no serious attempt to train their salespeople; moreover, that the proprietor himself is often somewhat lacking in the first principles of expert salesmanship. Mr. Reis has found that very few clerks fail to act on example and suggestion if it is properly placed before them.

And perhaps these two points cover the situation fully. It cannot be denied that a high degree of intelligence and alertness on the part of the clerk is absolutely essential. But even these qualities are not enough, and may be most effectively aborted if they are not fostered, developed and encouraged by the proprietor.

In other words, an example must be set, and an active, not a passive, attitude must be assumed in the matter of instructing the clerk.

Clerks want to make good; their whole future depends upon it; and as a rule anything the proprietor may say or do which tends to make them more efficient is given that consideration to which it is entitled. What is done and said, though, must be advanced in the proper spirit. What clerks resent more than anything else is an air of lordship, or aloofness.

And incidentally it might be stated that it is a mistaken policy to keep employees at arm's length in the fear that a little wholesome familiarity will bring on a stampede for a raise in wages.

Every druggist wants the full coöperation of his clerks; he must have it if he is to succeed up to the fullest measure of his possibilities; if—expressed differently but meaning the same—"more profitable goods" are to be "pushed over the counter."

And the matter, it would seem, is entirely in his own hands. If his clerks do not possess brains, he should get rid of them; if they do, he should instruct them.

THE CHICAGO HIGH-SCHOOL PLAN.

The Chicago plan of giving drug-store apprentices an opportunity to earn the full seventeen credits necessary for graduation from high school, or at least the fifteen credits required for admission to schools of pharmacy, has been fully worked out and officially adopted by the City Board of Education. This course is now offered to Chicago young men and women who are qualified and who desire to enter the profession of pharmacy.

Students will attend school only in the morning, from 8.30 to 12.30, and the studies will include English, Latin, algebra, botany, chemistry, physics, physiology, and business accounting. Provision is made also for granting the student certain credits for his apprentice work in the drug store. Four years are required for the course, and in the end the student has 16 credits—twelve school and four apprentice. This is enough for the purpose of getting him into an accredited college of pharmacy, but one short of the number required for high-school graduation. However, if the student is aiming at graduation, one additional study-period a day in any one of the four years will furnish the missing credit.

The plan is unusual, but on the whole seems feasible. The only objection that can be foreseen to its proper working out is the inability of some apprentices to get the forenoon off. Will proprietors permit their junior clerks to put in only half time? This undoubtedly will depend largely on the dispositions of Chicago druggists. If they are broad-gauged, liberal-minded, and really have the welfare of the apprentice at heart, they will. If they are not, and haven't—they won't.

Judgment will be suspended, awaiting developments!

OUR DEATH-RATE.

Figures recently given out by Director Harris of the National Census Bureau, and relating to mortality statistics in the United States for the year 1913, show that there were 14.1 deaths to every 1000 persons. This was a slight increase over the rate for 1912, when the number of deaths were 13.9 to the thousand.

The total number of deaths in the registration area was 890,848. What is known as the 1913 registration area consisted of 24 States (mentioned later), the District of Columbia, and 41 cities in States not otherwise included. The estimated population of the area was 63,298,718.

According to the report the average age of death for males was 39.2, for females 40.6, and the general average for both males and females was 39.8. The corresponding averages for 1912 were 39.9, 41.4, and 40.6. However we are cautioned that these figures must not be confused with those given out by life insurance companies, for obvious reasons.

Nearly 18 per cent of all deaths were of infants under one year of age, and more than 25 per cent were of children under five years of age. More human beings died in 1913 between the ages of 1 and 5 than between the years 70 and 74.

For men, considered alone, the greatest mortality period was between 65 and 69.

There were fewer deaths from tuberculosis in 1913 than in 1912, and more from typhoid fever, scarlet fever, diphtheria, and pneumonia. There has, however, been a pronounced decline in the death-rate from all these diseases since 1900, until the year 1913 was reached.

Deaths from cancer are gradually increasing, if figures since 1900 may be relied upon. This

is also true with reference to organic heart diseases, Bright's disease, and nephritis.

There were 9988 suicides in the registration area in 1913, and 58,578 deaths due to violence, the word violence covering murders and legal executions, and not including suicides.

One of the striking facts which may be deduced from the report is that the automobile is less deadly than the horse. During the year 2488 deaths resulted from automobile accidents and injuries, while the number due to accidents and injuries caused by animals, principally horses, was 2921.

Deaths due to railway accidents and injuries during the year numbered 8212, and those resulting from street-car accidents and injuries numbered 1998. Both these figures exceed slightly those for 1912.

The State having the lowest mortality rate was Washington, and that having the highest rate was New Hampshire. Here are the 24 States comprising, in part, the registration area, and their respective number of deaths to 1000 population: California, 14.5; Colorado, 11.5; Connecticut, 15; Indiana, 13.3; Kentucky, 13.3; Maine, 15.3; Maryland, 16.2; Massachusetts, 15; Michigan, 13.9; Minnesota, 10.4; Missouri, 12.5; Montana, 12; New Hampshire, 17.1; New Jersey, 14.3; New York, 15; North Carolina (figures relate only to municipalities having a population of 1000 or over in 1900), 16.8; Ohio, 13.8; Pennsylvania, 14.6; Rhode Island, 15; Utah, 11; Vermont, 15.8; Virginia, 13.9; Washington, 8.5; Wisconsin, 11.5.

Comparative figures for foreign countries are not available for 1913, but in 1912 the only important countries or provinces having lower death-rates than the United States were Norway (13.4 per 1000), England and Wales (13.3), Denmark (13), the Province of Ontario (12.4), Holland (12.3), Australia (11.2), and New Zealand (8.9).

AN OPPORTUNITY TO SERVE.

With carbolic acid around the $1.50 mark, it would seem that right now is the time to relieve the popular mind of the extreme views it holds concerning the value of this rank poison as a medicine, or, rather, as a germ killer.

There are no statistics available, but it is a well-known fact that hundreds of lives are snuffed out each year by the taking of carbolic acid, either by mistake or with suicidal intent, and that other deaths are brought about by absorption when a solution of it is applied to open cuts or sores.

It is impossible to trace out how the substance came into such wide popularity, especially in the rural districts. No doubt its beginnings in this particular may be attributed to Lister and those who joined him and followed him in the antiseptic surgery propaganda. But the fact remains that there is perhaps no other substance in medicine which may be found with such striking regularity in the households of the country.

It is a menace in several ways, and not infrequently it is the means of subjecting the drug business to unjust criticism. It also serves to make legislators more severe when certain drug measures are up for consideration. Less of it should be sold.

CLEAN TOWELS IN KANSAS.

The Kansas State Board of Health has issued a number of rules relating to soda fountains and ice-cream parlors, which, it is stated, are to be rigidly enforced. One of the requirements is that glasses, dishes, spoons, etc., must be washed in pure, clean, running water; and another is that all towels used about the fountain must be clean.

There is nothing new about these rules; they are as old, almost, as soda fountains and soft-drink establishments. But the mystery is that in this age of our Lord, 1915, such promulgations are deemed necessary.

As far as drug stores are concerned they are possibly not required. Without doubt what the Health Board had in mind were cheap confectionery stores and the lower order of ice-cream "parlors." Such establishments are a menace to public health, and ought to be abolished absolutely.

SEND THEM IN!

Have you ever made a practice of sending "form" letters or circulars to physicians, or dentists, or veterinarians? If so, please send us some specimens of your handiwork. We should like very much to reproduce them for the benefit of our entire family of readers.

ABOUT PEOPLE

WIDELY KNOWN IN THE DRUG TRADE.

Albert Plaut, one of the best known men in American pharmacy, died at the Ritz-Carlton Hotel, New York, June 17, after a short illness. He was 58 years old.

Mr. Plaut has been active in drug circles for years. He was president of the Lehn & Fink Company, one of the largest drug corporations in the United States.

In 1903 Mr. Plaut was made chairman of the drug-trade section of the New York Board of Trade and Transportation, and after

ALBERT PLAUT.

serving as chairman one year he had remained a director ever since. He was a trustee of the New York College of Pharmacy and a member of the American Pharmaceutical Association, the American Chemical Society, and the Society of Chemical Industry.

In 1909 he was honored by President Taft by appointment as government delegate to the Seventh International Congress of Applied Chemistry, which convened at London.

HIS INTERESTS ARE WIDE-SPREAD.

Robert Frick is editor of the *Kentucky Druggist,* official organ of the Kentucky Pharmaceutical Association; secretary of the Louisville Retail Druggists' Association; member of the Executive Committee of the N. A. R. D.; chairman of the Legislative Committee of the State Association, and proprietor of a drug store at the corner of Seventh and Main Streets in Louisville—enough offices and occupations for one man, surely.

Few men are more popular in association

ROBERT J. FRICK.

circles, and few drug journals are more snappy and readable than the *Kentucky Druggist.* Few men, moreover, are more successful in the drug business.

PROFITS AND EARNINGS

AN OKLAHOMA STORE.

We are not the least bit in the dark in handling this statement. Our correspondent has plainly stated that his salary is included in the expense account, and that the proper deductions for depreciation have been made on stock

1	Cash received from all sales and book accounts		$11454.40
2	Book accounts beginning of year	$478.20	
3	Book accounts end of year	$968.65	
4	Difference in book accounts		$490.45
5	Net sales for the year		$11944.85
6	Inventory of stock beginning of year		$ 4222.15
7	Purchases during year		$ 7246.60
8	Total cost of merchandise		$11468.75
9	Inventory of stock end of year		$ 4369.37
10	Net cost of merchandise sold during year		$7099.38
11	Gross profits		$4845.47
12	Current expenses		$3496.58
13	Net profits		$1348.89
14	Total income from business		$2162.94

and fixtures and charged to the expense account.

Percentages are about normal. Expense is a little high, but a good gross profit offsets it. Here are the figures: percentage of gross profit, 40.5; of expense, 29.2; of net profit, 11.3.

A snapshot of Frederick T. Provost, Chicago, member of the Illinois State Board of Pharmacy, taken at a lakeside summer resort during an association meeting. Mrs. Provost and Miss Provost are also seen in the picture.

This picture of Mr. and Mrs. J. P. Crowley was taken at the annual meeting of the Illinois Pharmaceutical Association. Mr. Crowley is prominent in association affairs, and is an ex-member of the State Board.

Non-commissioned officers of the field hospital, National Guards, District of Columbia. Franklin P. Weller, who owns two stores in Washington, is standing to the left. Mr. Weller has been a member of the militia for 24 years.

Sometimes convicts are taken out under guard to work on the roads, but here we have a distinct contrast. These are Zanesville, Ohio, druggists, who got out on Good Roads Day and made the dirt fly with pick and shovel.

Interesting Pictures.

W. G. Marshall, Cleveland, Ohio, owner of a group of chain drug stores, has a handsome country estate some miles ont of the city.

This picture indicates tbe beanty of Mr. Marshall's "Rock Run Farm," covering nearly 500 acres. There are 15 miles of roadway on it.

Charles W. Holzhaner, Newark, N. J., ex-president of the New Jersey State Pharmaceutical Association, is a young man of nnusual ability, and his residence is a very attractive one.

Dr. Otto A. Wall, of the faculty of tbe St. Louis College of Pharmacy, has a home famons for its collection of art objects of many kinds—rugs, paintings, statuary, bas-reliefs, and tbe like.

Frank W. Bucknam, Skowhegan, Maine, is a prominent druggist of that State and has been conspicuons as a member of the Maine Board of Pharmacy.

Lucien B. Hall, the well-known jobber of Cleveland, Ohio, lives in Clifton Park, Lakewood, a suburb of Cleveland, and has a home of luxury and beauty.

Handsome Residences of Drug Men.

Frank G. Ryan, president of Parke, Davis & Co., in the center, is talking to Charles F. Mann on the right, and to a mysterious stranger on the left—snapshot taken at the last meeting of the A. Ph. A. in Detroit.

S. G. Steiner, manager of the New Orleans branch of Parke, Davis & Co., is in the center, and he is flanked on both sides by well-known Cubans—Gaston De M. Briel on the left, and Dr. Francisco Márquez on the right.

These are the two prescription clerks in the well-known St. Paul, Minn., pharmacy of H. Reitzke & Co.—S. M. Vikre and Bert Beecher.

Roy D. Moyer, of Haskell, Okla., an occasional contributor to the BULLETIN, is here seen on a camping trip with a friend. Mr. Moyer sits at the left pouring—what?

Four Snapshots.

Amusing Experiences in Collecting Bills.

We are presenting under this head three prize-winning papers. The theme struck a responsive chord, evidently, for more articles were submitted to this contest than to any of the others we announced in January. Selecting the best papers has been somewhat of a task, but here they are—all very readable and each replete with humorous incidents.

1. THREE UNUSUAL CASES.

By Clifford H. Rudes.

The company with which I am connected owns two stores in the city, a main store and a branch; and both carry large charge accounts.

I was originally employed at the branch store, but after a time was transferred to headquarters. At the branch I had always acted as the official collector, but at the main store I thought I might escape this as a regular diet,

Clifford H. Rudes.

for the reason that a certain clerk there had acted in this capacity. Not only did it seem that this particular clerk was well established as the collector, but he received occasional assistance from our girl bookkeeper; and quite naturally it might be deduced that this young lady would ascend the throne if for any reason it was relinquished by the aforementioned clerk. Sometimes it is said that a creditor pays up more promptly if a woman presents the bill.

Now it so happened that the fact was mentioned by the proprietor one morning, in an offhand way, that a certain debtor, whose place of business was in the City Hall, had not paid anything on his account for some time. The remark was addressed to nobody in particular; it was just let go of in a dreamy sort of way and half to himself, probably. But we three collectors happened to be near-by, and we all heard it. None of us made any comment, but each decided before 12 o'clock (which, by the way, happened to be the exact lunch-time for all three of us) to drop in on this particular customer and make a ten-strike with the boss. Understand that each didn't know the other's intentions.

THREE TIMES AND OUT!

Now just a word about our victim. He was —and still is—a good-natured, likable sort of a fellow, and his accounts are perfectly good —only you have to go after them.

And here is what happened. We got together later and figured it all out. First our girl bookkeeper entered this man's office, and right before the eyes of his half-dozen associates presented her bill. She was turned down very politely and left without a murmur.

Five minutes later No. 2 arrived, and, before the same associates, presented the same bill.

Now two bills from different houses in five minutes is bad enough, but two bills from the same house presented by different people inside of five minutes is edging along pretty close to the limit.

No. 2 got a little jolt, but not a severe one. He could see no reason for such a reception, and left somewhat confused and perplexed.

Well, you can see how things were shaped for me. The stage was nicely set. It was my luck to be third, last, and worst.

I entered in a breezy sort of way, stepped up to the City Hall employee's desk with a

cheery "Good morning," and presented my bill. I wondered at the look of consternation, blank astonishment, and rising anger that spread itself over the face of the man before me. I heard a few low, suppressed laughs from different sections of the room, and I wondered at that, also.

Suddenly the man jumped off his stool and let loose a line of talk that I wouldn't dare set down here. It would burn a hole through the pages of the BULLETIN from cover to cover.

I got out right away; and I didn't get an invitation to call again, either.

That afternoon the situation had cleared up. We got together, compared our experiences, and then saw what we had done. It was up to us to square it, if we could. We decided that the best thing to do was to tell the proprietor, which we did. He made a trip in person, and that same City Hall employee is now as good a customer as ever.

A BULL PUP ON ACCOUNT.

At another time I started out to try to collect an old account of $25, owed by a man who lived in a luxurious home that had been his wife's before he married her. Everything was in his wife's name; the man was noted far and wide for his reluctance to come across; and consequently it was useless to sue him. The account had run a long time.

A maid showed me into a back parlor, where I sat down in the midst of unusually beautiful furnishings, and waited. Presently "his majesty" entered, and, by the way, he weighed about 400 pounds. I made the object of my visit as apparent as possible in a very few words, and got the usual turn-down. I pressed the matter somewhat, and a little argument ensued; and while we were thus engaged in trotted a wide-awake bull pup—bright, alert, a perfect specimen. The little fellow sat down, cocked his head to one side and sneezed; then he jumped about three feet into the air, dashed over to a beautiful upholstered chair and ripped about two feet of tapestry out of the bottom of it.

"Damn that dog!" exclaimed his majesty, dashing about and trying to get a kick at the pup, who was shaking the daylights out of the cloth.

The big man got out of breath, and, turning to me, said: "See here, I paid $35 for that young devil of a dog two weeks ago, and he has already ripped up about $200 worth of furniture. Receipt that bill and he is yours."

Now I was not what might be termed absolutely crazy about owning that dog, especially in view of his rather destructive habits; but I happened to recall that a friend of mine was on the lookout for a pup of just that particular breed.

So I told his majesty that I would consider the proposition, and after a little verbal sparring he agreed to give me three hours in which I might accept the proposition or turn it down.

I called up the friend by phone, described the dog, and explained the circumstances. He said he was willing to take a chance; in fact that a pup with such a record of destruction gave unusual promise of maturing into a very useful dog.

I went back, receipted the bill, took the pup under my arm, transferred him to my friend, and took a car for the store with a check for $25 in my pocket.

One bad actor who got onto our books quite heavily could give cards and spades to an eel in the matter of slipperiness. He was a prominent citizen, could be made to liquidate in a pinch, and so it was the custom to extend him credit and then hound him till he paid up. He had to be literally bombarded with arguments, threats, and abuse.

On one occasion, after weeks of work, I thought I had him where the only logical thing for him to do would be to write a check. But he didn't. Instead he told me to call that afternoon at 3 o'clock and he would have my money ready for me. Understand, this was his word of honor, sacredly pledged.

GONE ON A VACATION.

I was on hand promptly at the appointed time, you may be sure of that; but the bookkeeper informed me that Mr. Eel had gone away on a two-weeks' vacation.

I told the bookkeeper what I thought of her employer. I went to his residence and told the maid who answered my ring what I thought of him.

The outcome was quite unexpected, for evidently either the maid or the bookkeeper, or both of them, had informed their employer on his return of how I had conducted myself and of the recommendation I had given him. He hot-footed it straight to the store, and paid his bill. Then he lit into me.

Under the circumstances it could scarcely be expected that I remained altogether quiet. We stormed at each other for quite a length of time, but finally he got out. No blows were struck.

About a month after this, a friend of my wife's gave a card party. We were invited and went; and to my great discomfort, to put it mildly, Mr. and Mrs. Eel were among the guests. I was duly introduced to him. He was game. He knew me, of course, but you would have thought he had never seen me before, judging from the cordiality of his greeting.

Fate, or the run of cards, kept us face to face most of the evening. It was not a very pleasant session for me, I am free to admit; and I was glad when it was over and I could go home. I have an idea that he was, too, but you would never have known it from any look or act on his part.

I have passed him since on the street many times, but somehow we don't see each other. We both look the other way.

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2. HE COULD DO BETTER ELSEWHERE!

By Anna B. Schlumberger.

One of our most amusing experiences in collecting bills came about as a result of placing some claims with a "collection" agency. The agency was rather grandiloquent in its promises to collect any account, "*no matter how old;*" and for that reason one of our ancient friends, Mr. Cornelius Jones, was jotted down on the list that was sent to it. Mr. Jones owed us $3.05.

In due time we received a letter from Cornelius, written in lead-pencil on an insurance company's letter-head, in which he stated that he had not been trading with us for some time for the simple reason that he could do better with Sears-Roebuck. However, he informed us that he was agent for a certain insurance company, and suggested that if we would place some of our insurance with him, it might be an inducement for him to give us more of his business.

Well, we laughed and joked about the letter, stuck it on the spindle, and thought no more about it—until we received another letter, which contained the remittance, and which ran as follows:

Mr. Schlumberger:

Am enclosing you $3.05, amount you claim for a small syringe I could have bought of Sears, Roebuck & Co. for $1.25. Send receipt at once.

Cornelius Jones.

P. S.—I intended paying sooner, but it slipped my mind from time to time. I paid the last year $22 to Mr. —— and no compulsion, or even request. I got value received for my money, though, of him.

C. J.

The second letter, needless to say, occasioned all sorts of remarks and jests—and much more satisfaction.

Now ordinarily we pay no attention to little incidents of this kind, but in this case the humorous side of the matter struck us, and resulted in the following reply, which was dictated and mailed to Cornelius:

Dear Sir:

Your favor of the 7th inst., enclosing $3.05 in full of your account, is at hand.

We regret to be obliged to call your attention to the fact that this amount was not for a syringe, as you stated in your letter, but for a number of other items purchased about that time, the syringe being one item among several. The whole amount ought to have been more, but considering your circumstances we made you moderate prices on all your purchases. We also did not charge you the interest of 81 cents, which we were entitled to under the law.

You don't put Sears, Roebuck & Co. in that kind of a box. You simply reach in your pocket, send them the money first, and then take what they send you.

Since you solicit us for insurance, we venture to ask, Don't you think Sears, Roebuck & Co. are in a position to give us better rates than you can?

We enjoy the patronage of about 2000 customers, and would be pleased to have you as one of them. Better come in and try it, and give our *cash* sales a boost.

Thanking you for the remittance, we remain, etc.

I only hope Cornelius enjoyed our letter as much as we did his. We filed the letters, and whenever a group of business men or salesmen chance to be talking in the store, and happen on the subject of collections, out comes our file, and the two letters are placed in evidence. We certainly have had $3.05 worth of fun at Cornelius's expense!

But what always strikes me as the most amusing part of the transaction is the fact that the account had been long outlawed. Had our negligent friend stood pat we could not have collected it.

And in conclusion perhaps it is not amiss to add that "Cornelius" is now a good customer, doing his little best to boost our *cash* sales!

3. WHEN THE BOSS GOES OUT.

By A. G. Uglow.

Right in the middle of a certain January, for some reason wholly unknown, I became unusually energetic. An unwonted measure of ambition got into me, somehow, and I determined to do an unusual thing. I decided to take a bunch of statements under my arm and carry war directly into the debtors' camps.

A thaw was in progress, and the air was very balmy and spring-like. It was exhilarating, and I breathed it in in large quantities. This enthused me still more, and I made a bee-line for the nearest deadbeat's domicile with my mind made up to drag away not less than six dollars and sixty cents.

Arriving at the residence I walked briskly up the steps and punched the bell. Now with such animals as deadbeats to deal with, I have found it wise to keep an eye cocked on curtained windows, if any happen to overlook the door before which I am standing. For it is the habit of people of this class to peep discreetly out before offering a cordial welcome. If the person outside isn't entirely to their liking, the children are ordered to hush up, and everybody tiptoes to the kitchen, there to wait until "that old skinflint gets tired of waiting."

In this case, however, no curtain stirred, and everything remained as silent as the tomb. After a while I concluded that in reality there was nobody at home, and turned reluctantly away.

My next attempt was more productive—so easy, in fact, that it would be uninteresting to tell how it happened. The bill was presented, and the amount involved promptly transferred to where it belonged—*i.e.*, to me.

It was a long walk to the next place, but in due time I arrived at the front entrance and knocked long and loud. The bell was out of commission, I noticed, so there was nothing left but to pound on the door. I was about to conclude that here, again, the real head of the family had taken the afternoon off to spend some of my money at a down-town bargain counter, when suddenly I heard a little voice within pipe out: "Mamma, don't you know there is some one at the door?"

"Shut up, you brat!" came promptly to my listening ear.

I pounded the panel again, and bravely squared myself for a desperate encounter—which I got.

The door was flung open with a jerk and before me stood the "lady" of the house, her face red and angry, and a nasty look in her eyes.

A little girl edged around in front of her, and the woman stooped and gave the child a slap that would have broken the leg of a Georgia mule. Promptly followed a series of howls and a torrent of tears. Nice surroundings in which to present a bill!

I didn't have long to wait. The woman turned on me with, "Well, whadda yeh want?"

I made my mission known with some misgivings. I presented my little slip of paper, the woman scanned it for a second only, and then threw it on the floor and jumped on it.

"Yeh imp av Satan!" she yelled, "yeh think I am a-scared av yeh, don't yeh? Don't yeh ever think of it, fer a minute! Yeh came after money, didn't yeh? Well, yeh won't get it! Yeh can go to h——, the whole outfit av yeh, yeh bloodsuckers!"

The door was summarily slammed in my face, and I considered myself excused.

No more collecting that day. I'd had enough. I went back to the store and put in the balance of the day rigging up a little sign:

"If You Don't Ask for Credit, We Don't Have to Refuse It."

In the August Bulletin we shall have three papers on this topic: "How I Have Increased My Sales." These articles were awarded prizes in our recent contest, and they were selected from a large number of contributions sent to us. They will be found full of meat, and they constitute one of the best features we have had for the Bulletin in many a day.

Monthly Prize Questions and Answers.

"Why I Became a Druggist" is the interesting topic this month. Our four writers were swayed by quite dissimilar motives in selecting pharmacy for a life vocation. One man did so because it offered him the most satisfactory substitute for a college education. Another drifted into the drug business accidentally and stayed in it because he liked it. To a third the practice of pharmacy meant the realization of a boyhood ambition. The fourth man was actuated by the prospects of pleasant work and easy money—conditions, however, that have never materialized for him. The subject is an interesting one, and to read the four papers is to gain an insight into the manner by which druggists are recruited.

Why I Became a Druggist.

Papers received in response to a subject announced in March.

PRIZE ARTICLE: THE BEST SUBSTITUTE FOR A COLLEGE EDUCATION.

By Claud A. Smith.

A boy's reason for choosing a certain line of work may be quite different from a man's reasons for selecting the same occupation. As a boy, I considered pharmacy my best substitute for a college education—as a man I chose it for the business I would enter, confirming this decision by the test of practical work. My final decision I made at the age of twenty-six, when I went into the drug business for myself.

Claud A. Smith.

At the age of nineteen I entered a "prep" school, largely on my parents' urging. They wished me to finish the preparatory school course, then take a four-years' college course, and finally enter law or medical school for more preparation before taking up real work.

After two years of this plan, I rebelled: it was too much for a boy used to independence. I was older than most high or preparatory schoolboys, I had been used to making my own way, and I could not endure the thought of spending six or eight years longer in a schoolroom. Besides, I had doubts as to my fitness for either a lawyer's or a doctor's career. Still, I was too well aware of my need for a good general education to quit school altogether.

Long and hard I pondered the question of how I could sooner gain the essentials of a good education, at the same time fitting myself for a man's work. Nearly half my original capital was left and I decided to invest it in a course in pharmacy. Here, I thought, I had found the solution for my problem.

WHERE PHARMACY SCORED.

By reason of its dual nature, pharmacy had a great and forceful appeal to me then. In four years' time I could fit myself for a profession, gain a practical working knowledge of a business, and put by something toward a start in business for myself. To follow medicine or law, I must spend all my time and money in preparation alone. In pharmacy I saw all the advantages of a profession, with few of what might be termed a profession's disadvantages, and with all the profit of a conservative enterprise.

Another thing that appealed to me was the fact that the druggist can start in with an amount of capital that would give him only a "one-horse" stock in any other business, and yet be comfortably independent, prosperous, a man of influence in the community. A modest beginning in a drug store of my own seemed to promise infinitely more than limited capital might in other lines of business.

Two years in a pharmacy school broadened

my general fund of knowledge. In Latin, botany, physics, histology, and English, the courses, while planned with special reference to the needs of pharmacists, were helpful in their general scope as well. A good foundation for the theoretical side of the calling was obtained from a strong, thorough training in chemistry, materia medica, and pharmacy. Education on the practical side of the subject was secured from courses in commercial law and bookkeeping, and from special lectures on practical pharmacy. In few, if in any other schools, do we find such a training in scholarship allied with a basis for immediate work as is offered in a standard college of pharmacy.

MAKING THE FINAL CHOICE.

Upon my graduation I again considered my choice of a vocation. In the roll-call of druggists I saw few failures; many more-than-moderate successes confirmed my choice.

The testing of my devotion to pill-rolling came in the years of my apprenticeship. Working for a grouch tested both my ability and stickability. That boss chewed tobacco, spit, and growled, while I did the work of two men for half-pay. In happy contrast to the grouch I recall my last employer, a druggist of the old school and a shrewd and practical man of affairs. His example, training, and kind advice have been potent factors in making the druggist's calling my final choice and have contributed much to my success therein. His ideas were sound and his methods good. The experience I gained while in his employ has proved of incalculable worth to me.

From his success, more than from that of any other druggist I have known, I was thoroughly convinced of the real profit in a properly managed drug store. I believe the business will yield better returns in proportion to the amount of money invested than any other line. That's why I'm sticking to it, spite of cut rates, etc.

For me pharmacy as a profession retains all its old fascination, and as a business I enjoy it more every day. I believe in its future. I am heart and soul for its advancement. If I had my life over I would again become a pharmacist.

BY DECREE OF FATE.

By E. A. Perrenot.

It was not through inclination that I was drawn into the drug business. My boyhood ambition was to be a great artist. But about all I have learned to draw is soda water, and all I have learned to paint is price cards.

Unlike many boys who take up the drug business, it was not the glitter of polished cases or the bountiful display of good things shown in drug stores that attracted me. To such boys the glamour wears off. Just as soon as they find that a job in a drug store means work, most of them then drop out.

Probably a good thing for the business.

Such was not my case. I like work. Work should have been my middle name.

A JOB BY CHANCE.

My advent into the domain of Paracelsus was owing to accident. Fate decreed (and I thank my lucky star for the decree) that I should be asked to wash bottles and help around in a drug store during a general clean-up.

There were no pharmacy boards in those days, and in less than a year I was putting up, at least "putting over," prescriptions. I shudder to think what might have happened.

QUESTIONS FOR THE NEXT CONTEST.

This department is in the hands of the big family of BULLETIN readers, and the heartiest co-operation is earnestly urged. The following questions are announced for the next contest:

1. **What have you to say for or against trading stamps and profit-sharing coupons?** *Submitted by W. A. McDermid, Newark, N. J.*

2. **What training is required and what methods should be pursued to build up a profitable business in optometry or eye-glass fitting?** *Submitted by Edward B. McDonnell, Boston, Mass.*

For the best answer to either of these questions we shall award a prize of $5.00. Other answers, if printed, will be paid for at regular space rates. Every answer must be at least 500 words long and in our hands by August 10.

That was over thirty years ago, and I have been in the drug business without a break ever since. By "without a break" I do not mean that I did not break anything, for—from rules to graduates—I did. It might also be mentioned in connection with breakage that I have never gone broke. Probably that was due to sticking to the drug business and avoiding brokers.

Being a druggist appealed to me from the start. While it is true that our hours of labor are long and often arduous—there are others. Besides, one soon becomes accustomed to the long days, and if he is successful he can regulate his hours as well as he could in any other business or profession.

THE APPEAL OF THE DRUG BUSINESS

But far be it from me to advise every young man to enter the drug business. We are not all built along the same lines, and some are not qualified to serve in a druggist's capacity.

From experience I learned that I was so qualified. I like the game. I don't believe I could do anything else. So much am I saturated with drugs and things, mostly things, that I think I should die of listless tiredness were I suddenly to become rich enough to have to retire.

The drug business is the one business where a man has opportunities to do things. True, the things are small ones; but they count.

There is so much variety in the drug business that monotony is almost unknown. It is full of the spice of life.

It is a business with many sides. We must be gay with one patron and serious with the next.

In it we must, like an actor, play many parts. And to our ability to play well those parts is due, in a measure, our success.

I went into the drug business because I liked it. I am staying in it because, in all these years, I have never seen any other business that I thought I would like as well.

REALIZING A LIFE-LONG AMBITION.

By Arthur George.

When I was just learning to walk my father, a mechanic, would frequently take me out for a stroll after the supper hour. Up to the corner drug store we would make our way, "to see what was going on," as father termed it.

Whether it was for the sake of taking a stroll with father or whether it was the store itself that attracted me, I do not know. The fact remained, however, that just as soon as supper was over each night I felt that I would like to be taken to the drug store.

As time went on and I grew bigger with years, I could often be found at the corner, talking to that marvelous man, the druggist. I admired him; indeed, I thought him wonderful. *He* could mix medicines that would make sick people well.

During my boyhood days I always felt and expressed a strong desire to become a druggist. To be able to sit around a nice warm store and read, and smoke good-smelling cigars, and wear fine clothes—this seemed to me to be infinitely better than to go out in all kinds of weather and smoke an old clay pipe, as my daddy did. So when people asked me what I intended to be when I grew to be a man, I always replied, "I am going to be a druggist."

HUNTING A POSITION.

When I was sixteen years old and had finished the last grade in the public schools, I decided to hunt a position for myself.

Because I was not so strong as other boys, my mother did not want me to be obliged to do laborious work. She thought a pharmacist's life was just the thing for me. I stood ready to be convinced that she knew best, so I agreed to follow pharmacy.

Accordingly, I secured a position as errand boy in one of the largest and best known drug stores in my native city. The head of this firm was also one of the professors in the college of pharmacy I later attended.

In this same store several of the young men in the laboratory had started their careers as errand boys. Little by little they worked their way up until finally, after two years at college, they became qualified pharmacists. Such examples were big inducements for me to study the profession.

To sum it all up, I may say that my reasons for taking up the profession of pharmacy as a life-work were, first, to satisfy a boyhood ambition; also to have light (not laborious) duties; then to earn a good salary; then to gratify an anxious mother; and last, but not least, because only two years' time was required to make me a professional man.

VISIONS OF BIG MONEY.

By J. M. Gordon.

Before I learned the drug business no one could tell me that it was a trade I would never like. I thought it was a get-rich-quick scheme. I thought the profits were from 100 to 200 per cent.

My brother and a doctor were partners in a drug business in my home town. People used to say to me, "Why don't you work for your brother. He sells water; I'll bet he has sold four thousand barrels of it during the past five years."

I took these people at their word and believed all that was told me. I said to myself, "I will learn the drug business. It is easy and I can master it in a short while. When I get to where I can fill prescriptions I will be very popular and receive a salary of from $75 to $100 a month.

"I will only have to work for some one else for a short time until a man with money comes along. He will furnish the capital, I will furnish the brains, and we will go into partnership together."

After thinking it all over I asked my brother if I could stay in his store and learn the business. He conferred with his partner and informed me that it would be all right. But he further stated, "We can't afford to pay you anything for your work. If you want to learn the business, jump in."

I jumped in.

To myself I said, "When I learn the business I can leave here for a larger place, where I can begin high in society. I will be the idol of the town because I am a druggist."

GETTING A START.

I worked one year for Kimmins & Gordon (my brother's firm). At the end of that time I inserted an ad. in one of our leading daily papers, asking for a position. I received several letters and accepted, finally, a position—not for $100, nor even for $75 a month, but for $20 a month and board!

I decided that because I was not registered was why I got such a small salary, and so I tried my best to learn more about the business. At this place, however, the prescriptions were not so complicated as they were at Kimmins & Gordon's, and for that reason I wanted to get back there and learn more about the drug business.

So I wrote to my brother, asking if he could again use me in his store. He replied: "We are going to install a new soda fountain in about six months, and can use you then." Shortly after this I received a second letter from him telling me to come on and begin work at once. I went at once—thinking that I would soon become a first-class prescription man.

Instead, I became the official soda jerker at $30 a month. I worked there for sixteen months, but finally I saw that I would remain in the same rut, if I continued to stay, so I decided to try a new place.

My salary in the new position was $40 a month. When my board and laundry and other incidentals were paid out of this forty per, I had nothing left.

HOPING FOR BETTER THINGS.

But still I thought that if I was registered I would get much more in the way of salary. With this end in view I studied my materia medica and pharmacy and chemistry, and so on, all the harder. I hoped to become a full-fledged man and get that hundred.

Eventually I took the State Board and passed it. Then I inserted this ad in the daily paper: "Registered pharmacist wishes position. Does not use tobacco or drink."

In response I received several letters. Here is a synopsis of them all: "My business is small and I cannot afford to pay much. Write fully what you will work for."

In my reply I would describe my qualifications in detail and drop to $75. To this letter I would receive a communication stating that business did not justify that much money, but offering to start me at $50, and if I was worth more, why, of course, in due time I would get it!

On such propositions I have worked for months, and if I asked for a raise I generally lost my job.

Why I became a druggist has long been a mystery to me, but I suppose it was due to air-castle pictures and to my ambition to become, some day, a rich man.

If I had my life to live over again, I would put forth every possible effort to turn my ambition into another channel—one that has not shriveled to a rut.

As for the big profits in drugs—they aren't there. And the work—well, is there anything harder?

MY BEST PAYING SIDE-LINE—Photographic Supplies

28th Paper

By EDWIN H. POOLER

A druggist might have all the radium in the world stored away in an old oyster can in his basement—and what good would it do for him if he kept the secret to himself? Not a solitary nickel could be made out of it if he didn't let the fact be known.

It is undoubtedly true that the highest measure of success with a camera line is reaped by the man who takes an interest in photography. Yet such an interest, together with its accompanying technical knowledge, is not absolutely necessary. A great many druggists are selling cameras who couldn't get the proper light on the family bulldog if they tried a week.

A log cabin made from film spools.

However, no man should try to sell any line until he has learned as much about it as circumstances will permit. He can at least read up; and the literature on the subject of cameras is very comprehensive.

This class of goods lends itself readily to the advantages of window display. A trimmer ought to experience little difficulty in this respect. Not only are the cameras themselves interesting, but back of them is all that wealth of material which the cameras stand for. There would seem to be no excuse for not shaping up an attractive window.

ONE WINDOW ALL SUMMER.

Month before last I noticed in the BULLETIN a good article by Alfred Kristiansen. Mr. Kristiansen states that he devotes one window exclusively to the display of this class of goods during the summer months. He says, moreover, that people got in the habit of looking to this window for anything new in cameras and supplies, and also became very much interested in the photographs which were shown in connection with them.

We do practically the same thing in our store; that is, we aim to keep up interest by having the goods where they may be seen from the sidewalk. Always the same window, though; we do not keep people guessing. We let them know that one of our windows is a camera window.

We maintain an inside display, during the height of the season, also.

After adding a camera line, we gradually edged into the finishing business, and have found it profitable.

One scheme that we found worked to advantage was to supply each customer who bought photo supplies with a small card on which certain amounts were indicated along the edges. Whenever he made a purchase, the amount of that purchase was punched out in the card, and when the aggregate of the punched figures reached $5.00, the customer was entitled to a 16- by 22-inch enlargement from any negative that he might submit. We did this until we had a good trade established, then abandoned the plan to take up other schemes.

An attractive window display arranged by A. T. Peterson, Rockford, Ill.

A SEVEN-DOLLAR CAMERA FREE.

Last year we got out a big placard and printed on it: "This photograph was snapped Wednesday noon at the corner of Fort and Griswold Streets. The original will be awarded a pocket camera free, valued at $7.00, by making application Saturday noon at our photo supply counter." Pasted to this large placard was, of course, the picture itself. The camera was a second-hand one; one of several that we had purchased at a decided reduction. In one instance the awarding of a camera in this manner resulted in the sale of $14.00 worth of supplies and films during the remainder of the season.

Last year, too, we conceived the idea of selling camera supplies on Tuesday, as well as on those days near the end of the week into which most of our business was falling. We hung a card in the window offering to develop free all rolls of films purchased in our store on Tuesday. This offer appealed to camera fiends and resulted in a good Tuesday business.

Those who purchased films on Tuesday exposed them before Saturday, or at least a part of them; and then in fear that they might not have enough to last them over Sunday, they stocked up at the end of the week also, as had been their custom. There may not be as much to this plan as we thought there was, but we shall continue it this year—during the early part of the season, at least.

The drug store is the logical place to look for cameras and photographic supplies. Druggists were early on the job, and have created for drug stores the reputation of being headquarters for this kind of material. To-day the "drug store around the corner" is the mainstay of the photographic business.

WORKING UP A FLY-CHASER BUSINESS

By ALFRED KRISTIANSEN

In June, 1902, I opened a drug store in a town of less than 500 inhabitants. The business was supported mainly by farmers in the surrounding country, and consequently I had to cater to the farmer trade.

Dairying in that section was in its infancy, but showed a good healthy growth, and a few of the most progressive farmers were trying out different preparations for keeping flies and insects off the cows. I carried a few cans of the advertised kinds in stock, and sold one now and then, but somehow none of them seemed to give entire satisfaction.

In the latter part of July, a salesman from Maine called on me one day, and tried to tell me all about the fly-chasing business, claiming, of course, that his particular brand was the peer of them all. His talk impressed me, for I was anxious to find a preparation that would do the work and have a lasting quality about it.

However, I hated to take his word entirely, and told him I would like to try merely a can or two, at first. But he had no authority to sell less than case lots (1 dozen gallon cans). This particular product was not handled by jobbers, so it was up to me to order a dozen or leave it alone.

The salesman finally offered to give me sixty days' time, and said that if at the end of that time I had any left, I need pay only for what I had sold.

IT STOOD THE TEST.

I gave him the order, and when the goods arrived, I picked out one of the best and most reliable farmers, asked him to take home a can and give it a thorough trial and tell me the truth about its quality. In a few days he came in, paid me a dollar and told me I had at last found a fly-dope that would really keep the flies off the cows all day, after spraying them in the morning.

Right there I decided to put my push behind this one kind, and work up a profitable fly-killer business.

Every farmer who came to my store was asked to try a can. I guaranteed satisfactory results or the money back. But at that, it was like pulling teeth to get them to try it. Some had tried worthless kinds, others claimed it

was too expensive, and a great many said it was too much trouble to spray the cows.

However, I somehow disposed of my dozen cans before fall, and had twelve satisfied customers.

The next year I managed to dispose of twenty-four cans, but I had to work hard to do it. I believed firmly, though, that a good big business could be built up on the article, and I kept on pushing.

A SYSTEM WORKED OUT.

By the third year I had worked out a regular set of questions to use in arguing with the farmers, and a conversation would run something like this:

"Are the flies bothering the cows very much now?"

"Yes, they're pretty bad."

"Why don't you get a can of our fly-dope?"

"It's too expensive."

"But your cows lose flesh and go down in milk, do they not?"

"Yes, I only get half the milk I did before the flies came."

"If that's the case, you could make up the price of the fly-chaser in a few days, by the increase in milk."

"Well, maybe; but it takes too much time to spray the cows."

"Yes, it does take a little time. But if you sprayed them, they'd stand still, and you could milk in half the time you do now."

"But the stuff won't last! And I can't be spraying cows all the time."

"Our kind will last, and you'll only have to spray once a day; and to show you it's right, take this can home, give it a good thorough trial, and if it suits you pay me a dollar. If it's not all I claim for it, don't pay me a cent."

This systematic way of arguing worked fine, and I sold forty-two cans the third year.

A RECORD KEPT.

I also kept a record of each customer—name, post-office, date of purchase, and whether old or new.

The fourth and fifth years ran sixty-seven and eighty-four cans, respectively; but the sixth year I went after it strong. To begin with, I wrote to the company and told them I was not satisfied with the amount and kind of advertising they were doing, and that if I had to do my own advertising they ought to give me a better price on the goods. I offered to buy twelve dozen, or one hundred and forty-four gallon cans, at one time if they would reduce their price one dollar a dozen. They took me up on this offer, and I accordingly sent my order for twelve cases.

Next, I sent out personal letters to about a hundred farmers, which read as follows:

"DEAR SIR—Our fly-dope is by far the best on the market—eighty-four regular customers know that. However, I have spent considerable time trying to figure out a way to reduce its cost to the farmer, and have finally succeeded. By ordering twelve cases, or one hundred forty-four gallon cans, direct from the manufacturer, I can get a reduction in price, and I am willing to give you the full benefit of it, if you will do your part.

"If you will give me your order for six cans of fly-killer before June 1, I shall be able to make you a price of $5.00 for the half-dozen. This brings the price down to 83 cents a gallon.

"Now perhaps 6 gallons is too much for you. If it is, get your neighbors to join you, and order together."

SIX CANS LEFT.

This worked out fine, and when the fly season was over, there were six cans left out of the gross.

The next year I sent out more personal letters and used a few locals in our weekly paper, which brought sales up to one hundred sixty-four cans. During my last year at that place (I sold my store) I disposed of one hundred eighty-four cans, and did not have to work very hard to do it.

One sale I made has always stuck in my memory. A drug salesman was in the store and we were discussing the fly-killer business when a farmer stopped out in front. Laughingly I said to the drug man:

"Watch me land that fellow for a gallon of fly-dope."

"Bet you a bunch of stogies you can't," he replied.

The farmer came in, bought five cents' worth of sulphur and a pound of Epsom salt. Then I opened up on him. He happened to be one of the hard nuts to crack—had never used any fly-dope. I flashed all my arguments, but somehow they made very little impression.

Finally I told him to take a can home, use it, and if he was not entirely satisfied to never pay me a cent. That seemed to get him, and

he promised to stop on his way home and get a can.

After he had gone out the salesman gave me the laugh and demanded his cigar, saying that the farmer would never come back. I did not feel any too confident myself, but kept close watch at the window; and by and by, sure enough, my farmer friend started to go by without stopping.

But he didn't get far. I picked up a can of fly-dope, rushed out into the street and yelled to him. When he stopped I put the can in his buggy, and said:

"You nearly forgot your fly-chaser."

He sort of grinned and replied: "All right. I'll try the stuff."

When I went back into the store my salesman friend laughed and exclaimed:

"Well by the Holy Mackinaw, you've got nerve!"

INTERVIEWS WITH SUCCESSFUL DRUGGISTS—The Detroit Drug Company

2d Paper

By WALTER M. CHASE

Twelve or fifteen years ago F. W. R. Perry owned and conducted a drug store on what was then upper Woodward Avenue in Detroit. A. S. Parker, another druggist, had a store on

The store at 1539 Jefferson Ave.

Woodward not more than two or three blocks away.

These two men, though competitors, were friends. Each enjoyed a good business in a first-class residential district, but each felt that he was capable of better and bigger things.

This was just about the time when the branch-store movement began to develop in various cities throughout the country. What has since become known as chain-store groups were gradually springing up here and there.

These two men saw the light. They realized the opportunity. It may be that they foresaw the extent to which chain-store competition might develop and threaten their business if they didn't arrive first. In any event, they decided to reach out, increase their investment, and see what they could do.

At first the two stores were bunched together, and a third was added. New stores were not purchased or opened with great frequency at the start, but at the present time we find the Detroit Drug Co. owning and operating eight splendid pharmacies located in the better residential districts throughout the city.

Mr. Perry is president and general manager of the company. Mr. Parker is the treasurer. The organization is such that each store is in

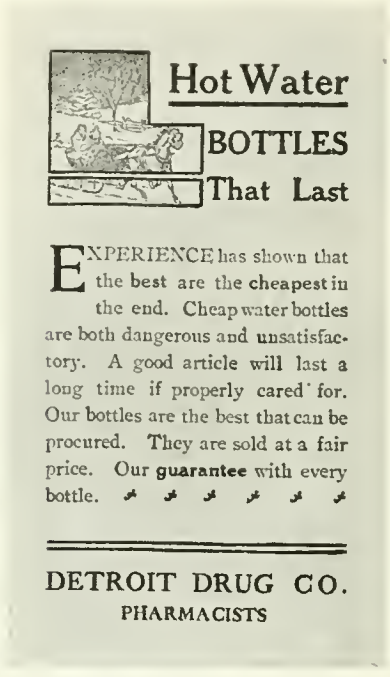
The Boulevard store near Belle Isle bridge.

charge of a competent manager, while the company's offices are located in the original Perry store at 709 Woodward Avenue.

Considerable foresight has been shown in picking likely locations for the various stores, and, as a result, most of the trade of the dif-

ferent branches is drawn from well-to-do families and is of a permanent rather than of a transient nature.

Two of the stores, however, enjoy a lucrative transient business in addition to their family trade. The first or headquarters store, at 709 Woodward Avenue, was originally in a high-grade residential district, and while still depending to a great extent upon family


Hot Water
BOTTLES
That Last
EXPERIENCE has shown that the best are the cheapest in the end. Cheap water bottles are both dangerous and unsatisfactory. A good article will last a long time if properly cared for. Our bottles are the best that can be procured. They are sold at a fair price. Our guarantee with every bottle.
DETROIT DRUG CO.
PHARMACISTS

Exploiting hot-water bottles.

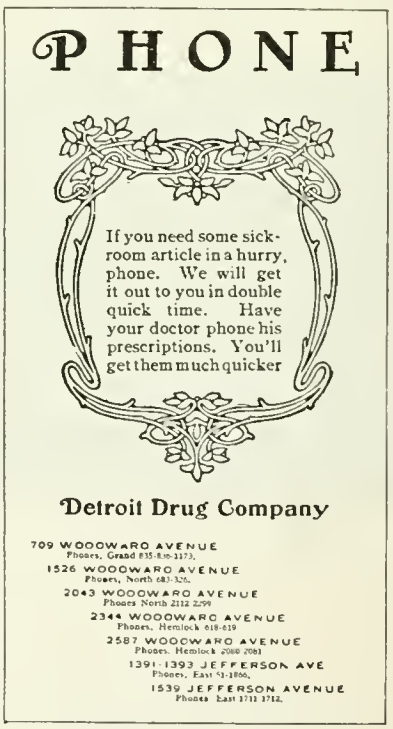
patronage, secures much transient trade because the phenomenal growth of the city has extended the down-town business section almost to the store doors. Another store, located at 1391 Jefferson Avenue, is right at the entrance to Belle Isle Park, Detroit's beautiful summer playground. From the thousands of people who visit the park every day much trade is obtained. Aside from this patronage, the store also draws on the many residences in the locality for an appreciable amount of trade.

CLASS OF MANAGERS EMPLOYED.

Almost without exception, the store managers have been trained in the employ of the company, rising from subordinate positions. Each is given considerable latitude in the conduct of his particular store, for the officers of the company feel that upon the personality of the managers, and upon the spirit these managers instil into their employees, depend the success of the business. Most of the managers have been associated with the company for a number of years. Several of them own stock in the concern and are, of course, vitally interested in its welfare.

Over fifty employees are entered on the books of the Detroit Drug Company. The number of clerks in the different stores vary according to the amount of business done, but each store, with the exception of a new one opened a few months ago, has three registered pharmacists. Two of these are found to be on duty at all times. In addition to the three registered men, capable soda dispensers and messenger boys are also employed in every case.

The stores are open from 7 o'clock in the morning until 10.30 and sometimes later at night. The hours of the clerks are so arranged that each man averages something under sixty hours of service each week. Considerable care is taken to engage truly competent clerks, for from among their number is to be drawn the


PHONE
If you need some sick-room article in a hurry, phone. We will get it out to you in double quick time. Have your doctor phone his prescriptions. You'll get them much quicker
Detroit Drug Company
709 WOODWARD AVENUE
Phones, Grand 835-836-3173.
1526 WOODWARD AVENUE
Phones, North 683-326.
2043 WOODWARD AVENUE
Phones North 2112 2799
2344 WOODWARD AVENUE
Phones, Hemlock 618-619
2587 WOODWARD AVENUE
Phones, Hemlock 2080 2081
1391-1393 JEFFERSON AVE
Phones, East 93-1866.
1539 JEFFERSON AVENUE
Phones East 1711 1712.

Pushing the phone-order business.

future managers. Located in residential districts, much of the business obtained by the store depends upon personality, so the securing of efficient men is most important from this standpoint, also.

GOODS DISTRIBUTED FROM CENTRAL STOCK-ROOM.

The greater part of the buying for the eight stores is done by Mr. Perry at his office in the

store at 709 Woodward Avenue. This store serves as a central distributing point for the various branches. The managers telephone, each morning, their respective wants to the central store. If the articles desired are carried in stock, the manager is so notified. Otherwise the managers are instructed where to place their purchases. All bills for merchandise bought by the various stores are paid for through the office of the company.

It sometimes happens that goods one manager asks for are carried in another store in quantities sufficiently large to more than meet present requirements. When this occurs the manager of the store having the oversupply is instructed to forward some of the merchandise to the store making the requisition.

From these lists of wants telephoned in daily, shipments are made up to be sent to the several stores once a week. Anything required for immediate use is sent by special messenger.

Under the company's own label is carried a comprehensive line of toilet articles and household preparations. The quality of this merchandise, together with the firm's liberal advertising policy and efficient work on the part of the salesmen, has built up a fine trade on these goods. The company also has the agencies for several favorably-known lines of reliable remedies.

Cameras are carried in seven of the eight stores, and this line is pushed aggressively. Window displays of cameras and supplies are used frequently to exploit the photographic department.

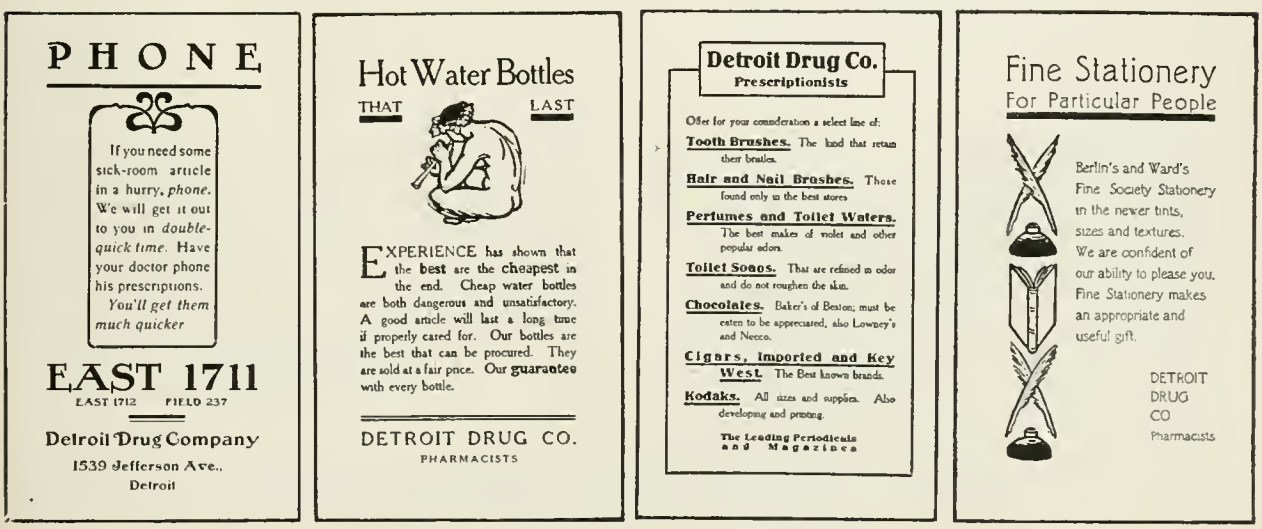
Sanitary soda fountains are a feature in each store. Capable dispensers give their entire time to looking after this part of the business. Nationally-known candies come in for prominent display in all eight stores.

PERSONAL LETTERS SECURE BUSINESS.

The company is an aggressive advertiser. Use has been made at various times of newspaper advertising, circulars, billboard and street-car advertising. At present, however, the company is making use of the personal-letter method as the best means of securing publicity for neighborhood stores.

The letters are printed in imitation typewriter form on the company's letter-head, and a personal touch is given them by inserting at the head of each letter the name and address of the person to whom it is sent. The letters are short, being so composed as to say a whole lot in a few words. A further touch of distinction, one that insures the reading of the letter, is secured by sending out all letters under a two-cent stamp. While more expensive, this method of distribution takes the letter out of the circular class and creates a favorable impression of the store in the minds of recipients.

Use is made also of cleverly gotten up package enclosures and mailing slips, examples of which are shown in connection with this article. It is the custom of the eight stores to render all accounts to customers on the first of every month, payment being exacted on or before the tenth. With every statement an enclosure slip is included. Thus an effective means for bringing items to the attention of a large number of customers is secured with but little expense outside of printing cost.


PHONE
If you need some sick-room article in a hurry, phone. We will get it out to you in double-quick time. Have your doctor phone his prescriptions. You'll get them much quicker
EAST 1711
EAST 1712 FIELD 237
Detroit Drug Company
1539 Jefferson Ave., Detroit
Hot Water Bottles
THAT LAST
EXPERIENCE has shown that the best are the cheapest in the end. Cheap water bottles are both dangerous and unsatisfactory. A good article will last a long time if properly cared for. Our bottles are the best that can be procured. They are sold at a fair price. Our guarantee with every bottle.
DETROIT DRUG CO.
PHARMACISTS
Detroit Drug Co.
Prescriptionists
Offer for your consideration a select line of:
Tooth Brushes. The kind that retain their bristles.
Hair and Nail Brushes. Those found only in the best stores
Perfumes and Toilet Waters. The best makes of violet and other popular odors.
Toilet Soaps. That are refined in odor and do not roughen the skin.
Chocolates. Baker's of Boston; must be eaten to be appreciated, also Lowney's and Necco.
Cigars, Imported and Key West. The Best known brands.
Kodaks. All sizes and supplies. Also developing and printing.
The Leading Periodicals and Magazines
Fine Stationery
For Particular People
Berlin's and Ward's Fine Society Stationery in the newer tints, sizes and textures. We are confident of our ability to please you. Fine Stationery makes an appropriate and useful gift.
DETROIT DRUG CO
Pharmacists

Four envelope enclosures used by the Detroit Drug Co.

PROPAGANDA WORK TO SECURE PHYSICIANS' TRADE.

The prescription department in every store is a most important part of the business. The three registered men employed at each place are of course qualified to handle the work in the best possible manner. The trade of the physicians is gone after systematically, and the firm subscribes to the propaganda work carried on by the Detroit Retail Druggists' Association.

The physicians are visited and the merits of different preparations presented to them. Samples and descriptive literature are left with them. Personal letters are likewise sent to physicians from time to time. A nice part of the prescription business done by the company is attributable to results of this propaganda work.

Everything about the premises of the eight stores has the appearance of cleanliness. No efforts are spared to keep every place in a sanitary condition. The whole appearance, in every instance, is most attractive and contributes not a little to the success of the business.

"Quality" and "Service" are the slogans of the company, and it is upon these two principles that the success of the enterprise is founded.

Reliable goods at fair prices are assured to every customer. Especial pains are taken to impress the service given by the stores upon the minds of the buying public. Telephone wants are attended to expeditiously, this being one of the features strongly dwelt upon in the company's advertising. Messenger boys are employed whose duty it is to see that purchases are delivered promptly. Every effort is made to carry in stock articles likely to be called for. Anything not in stock, but possible to obtain, is speedily secured and delivered to the customer.

SOME GOOD SPECIMEN LETTERS.

DEAR SIR:

We desire to call your attention to our Pharmacy which has been opened recently at 2102 Woodward, corner of Kenilworth.

This store is thoroughly equipped, and well stocked with everything that should be in a well-appointed drug store. Our Camera Agency is in charge of a thoroughly competent operator. Developing, printing, and enlarging receive special attention. Our Soda Fountain is strictly sanitary. We use only *paper* cups and sundae dishes.

A personal visit is solicited, as we feel that an inspection of our store will make you one of our patrons. Let us demonstrate our excellent service by serving you.

Respectfully,

DETROIT DRUG COMPANY.

DEAR MADAM:

Your doctor devotes years of study in preparation for his life work. He is precise and accurate; he holds himself ready to respond to your call at all times during illness; after he has diagnosed your case, it is your duty to procure quickly the medicine ordered.

Be sure, in order to get best results, that you go where purity, accuracy, and quality in drugs are to be found. We coöperate with your doctor in effecting your speedy recovery. Yours very truly,

DETROIT DRUG CO.

DEAR SIR:

We have never found a sensible person who wanted anything but straightforward business dealings—or who expected a dealer to do business without some profit.

We make a fair profit. We do a straightforward business. We try to please our customers in competition with all others who are after their trade. We have held our trade, and are increasing it steadily.

Draw your own conclusions. We offer our best services.

DETROIT DRUG CO.

Jefferson Branch. Eight Stores.

DEAR SIR:

We take the liberty of directing your attention to our pharmacy, at the corner of Jefferson and Baldwin Avenues.

We do not recall having had the pleasure of serving you at any time. We shall be pleased to have you call at your convenience and inspect our store, feeling assured that you will find it complete in every detail—in fact, an "unusual" store. The service afforded our patrons is likewise "unusual."

Should you at any time favor us, your requisitions will receive most prompt and careful attention.

Very respectfully,

DETROIT DRUG CO.

This series of Interviews will be continued in the Bulletin for several months.

THE DEADLY TOOTH-BRUSH

Mr. Skeffington is a prominent citizen in Providence, R. I., who recently became famous through his tooth-brush, or the tooth-brush through him, whichever way you take it. He indulges in the habit of brushing his teeth. Other citizens of the United States do the same thing and enjoy the personal ministration of this useful article of cleanliness.

But Mr. Skiffington was not satisfied with this simple, ordinary procedure. On a certain day he tried to extend the usefulness of his tooth-brush by swallowing it. An operation became necessary to rescue him and also the brush.

It is hard to understand how Mr. Skeffington managed to do this. Our first thought is that some unusual excitement had seized him. In one of the stories of "Alice in Wonderland," we are told of a hatter who was so excited that he bit a piece out of his teacup, ate it, and then tried to drink his bread and butter.

Perhaps our friend from Providence similarly mistook his tooth-brush for a digestive pill or a glass of water. There is another rather sinister interpretation of his action. He may have tried to commit suicide and turned to his brush to accomplish this object. But no matter how it happened, we cannot but express our admiration for the size and adaptability of Mr. Skeffington's esophagus. Other mortals couldn't swallow a tooth-brush no matter how hard they tried.

But there is a very serious side to this story, and it is here where pharmacy is concerned. Not long ago a crusade against the corrosive sublimate tablet went through this land of ours, and ways and means were searched for to surround its use with safeguards and difficulties, so that a night-prowling husband might not mistake it for a soda mint or phenacetine tablet.

The terrible thought now seizes us that the tooth-brush may be destined to act as a succedaneum to the almost forgotten bichloride tablet and become a common means of committing suicide either by mistake or intention.

Certain provident members of the Committee of Revision should therefore take heed and cause the tooth-brush to be provided with skull and cross-bones, to have the handle shaped like a coffin, and black cloth wrapped around with the inscription: "Beware, for external use only. Don't swallow."

Mr. Skeffington, of Providence, R. I., should receive the first copy of the book in recognition of his heroic pioneer work.

THE EXPERIENCES OF A TRAVELING SALESMAN

5th Installment

By J. E. E.

A traveling man's expense account is a troublesome affair—troublesome to himself, troublesome to the house. This account, with me, ran about $32 a week. I was supposed to make out an itemized list of expenses and pass it in to the bookkeeper at the end of each trip.

As a rule I found it impossible to get all that I had spent into it; week after week I edged a little into my salary in order to meet what I considered the requirements of my work.

During the getting-acquainted process I made liberal use of cigars. It was very easy to walk into a man's store, talk with him a few minutes, and then say, "Let's have a smoke." I soon cultivated a manner of doing this which, so far as I knew, disarmed the act of offense, but which, on the other hand, made it somewhat expensive. I never slighted full-grown clerks on such occasions, and not infrequently I bought for everybody in the store—customers, loafers, and all. This established me more or less as a "good fellow" and loosened things up a little.

But it cost money—possibly $2 a day, which meant $10 a week. This was six or seven dollars more than I dared put down in the expense account.

Traveling men have a way of covering such conditions by charging up about two "drives" a week which are not actually made. In most cases the house knows all about this and nothing is said.

The tendency nowadays is not to be so liberal-handed; in fact there is a buyer once in a while who will resent such methods. He feels that he is perfectly able to keep himself supplied with cigars, and he does not want to be obligated even to the small extent that the acceptance of a ten-cent treat might imply. Then, too, traveling men do not work on the good fellowship basis as much as they used to.

But I found it a great help to be able to do this—or at least I fancied I did. It gave me something to do, besides standing stiffly and sparring for an opening. It did away with a certain degree of embarrassment and rounded the corners off of the situation.

During my second trip over the territory I performed two notable feats—I sold 27 dozen "Meister's Itch Ointment," and I put a barrel of Epsom salt onto a man who wanted five pounds, and who has got some left yet, probably.

Meister's Itch Ointment was a product of our laboratories. In spite of all that could be done in its behalf, however, it didn't have what could be termed a good sale. The price was right, the product was right, but nevertheless the house found, as all concerns do which try to put over a so-called patent in a small way, that to place the goods was somewhat of a task. Spasmodically one of the salesmen might take an interest in it and sell a few dozen, but ordinarily very little effort was made in its behalf.

I was supplied with a regular dozen package —an easel which stood on the counter or showcase—and instructed to see what I could do.

Here was an opportunity to demonstrate the fact that I could sell goods—so I cut loose.

Now 27 dozen of itch or any other ointment isn't very much; but it was more than had ever before been placed by one man in the same length of time.

It was hard to sell, too. Nobody wanted it. Needless to say, the management was highly gratified and didn't hesitate to tell me so.

In some way the information got to a local patent medicine house that I was making a success selling a class of goods in which they were particularly interested, and I was very much surprised to receive an offer from this company to cover parts of Pennsylvania, Ohio, and West Virginia for them on a combined salary and commission basis. It was pointed out to me very clearly that I could make more money than I was then making. However, I turned the offer down, although I was grateful for having received it. It is quite unnecessary to confess, probably, that my head became swelled just a trifle, although it would be only fair to admit in this connection that possibly during my ten years of road work I never quite duplicated the itch cure performance.

The barrel of "salts" sale is another story entirely. I made an all-day's drive back from the railroad, covering five or six country crossroads stores. The livery stable proprietor, who officiated as driver, was an intelligent man, somewhat of a josher. As we approached our first store he gave me a detailed description of the proprietor, whom I had never met. The picture was not altogether pleasing; the merchant was a grouch and had no time for a traveling man; so eccentric, indeed, that a great many of the boys refrained from calling on him. I told the driver that I was going to sell this man, if I had to stay there all day. He bet me a dollar that I couldn't do it.

When we drove up to the store we found it closed, but the proprietor could be seen working in his garden. This was a bad start, surely, the first problem being to get him into the store. We succeeded on the pretext that we wanted to buy some cigars. I had the driver bring in a grip in which I carried a bunch of sundry samples, and set it down near the door.

I offered to buy the man a cigar, but he refused pointblank to accept it, saying that he never took a treat from a traveling man.

Now this man was an inventor; he had patented eight or ten devices, one of which, I was told, he had sold for $1400 So I commenced talking patents and inventions to him, and he warmed up immediately. Inside of thirty minutes he had two or three of his devices on the counter, and was explaining to me what they were for and what he expected to do with them. He even went so far as to tell me about three or four things he was working on, one of them, I recall, being a patent stopper for a bottle.

It was somewhat of a task to get him stopped, but I eased him down as best I could, got my grip, turned it upside down on the counter, and spilled out my entire assortment of samples. He at once became very emphatic

in his statements that there was nothing he wanted to buy. But I persisted and—it is useless to draw this thing out—I finally succeeded in loosening him; I got a few items down on my order book.

Not enough to make an order, however, and he started to go through his drug stock, giving me additional items. He closed by saying, "Give me five pounds of bitter salts."

Right here an idea struck me.

"Mr. Dietrich," I said, "a man with your intelligence, and the amount of money that you have got laid away, shouldn't fuss with bitter salts in five-pound lots. You ought to have a barrel."

"What's the difference in price," he asked. I told him.

"Will it keep?" he inquired.

"Sure! Put it in the cellar."

"Send it along!" he commanded.

Now five pounds would have been enough —ten pounds, at the most. A little general store out in the country does not have an overwhelming demand for Epsom salt.

I won my dollar, and the story got out, traveling eventually, in a small way, over two States. Other traveling men, who made this store, were tickled nearly to death to think that some one had "put one over" on the grouch.

Now it must not be understood from this that I had developed into anything exceptional from a sales standpoint. I had not—never did. These things just happened. Indeed the itch ointment sales in no sense worked out to my credit. The house expected me thereafter to push their specialties, and somehow I never could make much headway with them.

A jobbing house has to face the same conditions that the retail trade is up against. The sphere of action is very much curtailed. There was a time when a wholesale drug house could depend on a good business in paints, oils and glass, cigars, stationery, liquors, and so on, but business in these lines, as well as many others, has been gradually pulled away. There are regular houses selling these goods, with men out to push them. As a consequence the jobber has been compelled to feature his regular lines of sundries harder and to put out specialties of his own, whenever he can.

Nowadays it is on sundries that the profit is made. A jobber must depend more or less on side-lines, just as the retailer must.

My territory called for a number of drives each week. When I got through in a town and my next place was only a short distance away, if I could save time by patronizing a livery stable, it was up to me to do so. Then, too, as in the case just mentioned, I had a number of all-day trips with a team, touching points back from the railroad.

When I first started out I didn't always employ a driver, but I soon learned that the only safe plan to follow was to do so. This was forced in onto me somewhat emphatically by an experience I had one day. I telephoned for a team to come up in front of the drug store to take me to two other towns. I asked the druggist if he didn't want to go with me, and he decided to go.

The druggist wanted to drive, and I let him do so—that is, as far as the first town. After getting through there, I took the ribbons myself, criticized the time my friend had made, and told him I would show him how to make the next town, which was the same distance away, in much less time.

We had got about three miles outside the city limits and were driving up a little incline when suddenly both horses sank into the mud the full length of their legs. We were mired. We both jumped out, loosened the harness, and in a short time succeeded in getting one of the horses on firm ground; the other one continued sinking and, briefly stated, it took two hours to get him out. In fact, we had to get a farmer's team, tie ropes around his neck, and literally drag him out.

He was a little stiff, limped for half an hour possibly, but seemed in no way much the worse for the accident.

Now one of these horses was white—the light-complexioned one being the animal we got out of the mire almost immediately.

We hitched up again and continued our journey. At the next town I took the train, and the druggist drove back to the point from which we had started. I told him to tell the liveryman what had happened, partly for the reason that there was no way to escape doing so, and told him also to inform the liveryman that if any damage had been done I would make it right.

When I got back to this town on my next trip I asked the druggist how the team had come out, and he told me to forget it; that no damage had been done. So I didn't go near the liveryman; but the next time I made the place he heard that I was in town and sent for me. When I got over to the barn he told me that I had ruined one of his horses and demanded that I pay him $150.

"Lead him out," I said, "and let's look at him."

He brought out the white horse!

Maybe I didn't dig into that liveryman! He took it all good-naturedly, and finally said, "Well, all right; it's on me. I'll buy!"

And that ended it. I used a great many rigs out of that barn later, and joshed the liveryman ceaselessly on how he had tried to hold me up for $150. It always amused him a great deal to have me speak of the incident.

I had another experience in this same town, or in this same group of three towns, which was much more embarrassing. In bending over one day to pick up something from the floor I tore my trousers. Fortunately the weather was quite cool and I had an overcoat with me, which I immediately put on. I went out and tried to buy a pair of pants, but I could not find a single pair in the city which would fit me; too small around the waist.

I didn't care particularly to go into the dining-room with my overcoat on, and I cared to go in still less with it off; so I got no dinner. I took a train to the next town and continued my search. Here, also, I failed to find anything that would fit me. I lunched on crackers and cheese, hired a rig and went to the next town, still looking for a pair of pants, and here I was more successful—coarse farmer's trousers, with barn-door pockets, $4.75.

I still had those trousers on when I walked into the house at the end of the week.

(To be continued.)

KEEPING FLIES OUT OF THE STORE

By ALBERT MARPLE

To keep flies from entering the pharmacy of Roberts & Echols, Glendale, California, during the hot summer months, the concern has hit upon a novel expedient. The efficiency of the arrangement, which was devised by Mr. Roberts, depends upon the combined use of a large electric fan and a pair of low screen doors.

Although bothered considerably by the fly nuisance, Messrs. Roberts & Echols did not care to erect full-length screen doors in the entrance to their place of business. Such a procedure would, in a great measure, hide the attractive interior of the store and tend to prevent business growth.

As an experiment a large electric fan was erected above the entrance to the pharmacy. This, however, seemed only to have the effect of driving the flies toward the floor, along which they would then enter into the store.

After watching the course taken by the flies, Mr. Roberts decided to try the pair of low doors shown in the illustration herewith. Just as soon as the doors were put in place it was found that the fan and door combination worked like magic.

The flies, in trying to enter the store, are driven downward by the fan, and as they continue toward the doorway they strike the low doors. On account of the downward air currents set in motion by the fan, the flies are unable to make their way to the opening above the doors and are, consequently, compelled to go back again into the street.

The low doors give an unobstructed view of the store interior and prevent the entrance of the flies.

THE SAUNTERER

"Buying cheap peroxide to save money is like stopping a clock to save time" was one of the arguments I heard a clever clerk employ the other day when he persuaded a customer that a four-ounce bottle of a reliable brand at 25 cents was cheaper to buy than a pint bottle of the department-store kind at 13 cents.

* * *

Recently I spent a day at one of the large seashore resorts in an Eastern city. Right near the entrance to the bathing beach is a store conducted by a druggist who believes in catering to the happy crowds that throng the beach.

In the druggist's window were a number of large-size cocoanuts on which were painted grotesque caricatures of human faces. And on the "head" of each cocoanut was a rubber bathing cap. Over the display was this sign: "Keep the water from your cocoanut. One of our bathing caps will do it."

Not very dignified, perhaps, but neither was the crowd that surrounded the window.

* * *

Detroit has a druggist who takes advantage of local happenings to help increase his sales.

Not long ago all the street-car employees in the city went on a strike, tying up traffic and forcing many of us to walk to our work for a couple of mornings.

I had nearly completed my unavoidable two-mile tramp the first morning when I paused to gaze in the window of the on-the-job druggist. He had the window filled with corn-plasters, corn solvents, and foot preparations. A sign painted on the glass read: "Our helps for sore feet make walking a pleasure."

* * *

A chain-store manager who knows that his window space is one of the most valuable assets of the store makes the windows work for him even while displays are being changed.

Whenever an exhibit is to be taken out, the windows are hidden by a covering of white paper. On the paper is printed a question mark about two feet high. The manager told me that in this manner he arouses the curiosity of many of the people passing by the store. In order to satisfy the curiosity thus aroused a large percentage of the people make it a point to find out what is to be displayed, some of them even going out of their way to come back to the window later in the day.

* * *

Hustling to catch a train at the Grand Central Terminal in New York City, I had my attention caught by a window show, possessing a novel means of appeal.

The store in question is located quite near the station and is passed daily, during the summer, by hundreds of outgoing vacationists. In the window was arranged a plentiful supply of travelers' sets, cameras, and other outing necessities and luxuries. At the background was placed a large clock dial which, instead of being divided into twelve hours was divided into the twelve months from January to December. One hand of the clock pointed to June, the other to September. The legend over the clock said: "IT'S TIME TO BUY VACATION NEEDFULS."

The display probably suggested to many an excited traveler some left-behind necessity.

* * *

While trudging the streets of Boston, one everlastingly hot afternoon last week, I ran across a soda-fountain window display that caused me to involuntarily draw up my coat collar and almost made me shiver, so cold and wintry did it appear.

The window portrayed a winter woods scene. Small evergreen trees were placed around in different positions, and suspended from the top of the window was a fringe of imitation icicles cut from white cardboard and sprinkled with silvery crystals. Two large glass bowls, covered with plates of glass, and filled with a green solution, occupied a prominent position in the center of the window. Concealed electric fans, two of them, caused bits of white paper to swirl around the window in most realistic imitation of a snowstorm.

The business-getting part of the display was a white window strip, lettered in green, which read: "Try a Greenland Freeze at the Fountain Inside."

I tried one, and found it to consist of a tall, slender glass half-filled with crushed ice over which was poured a mint phosphate, green in color.

BOARD QUESTIONS ANSWERED

A PENNSYLVANIA EXAMINATION.

(*Continued from the June* BULLETIN.)

93. Describe the life history of the common black mold, beginning with a spore.

Under favorable conditions of moisture, temperature, food supply, light, etc., the spore of the black mold, *mucor mucedo*, starts to develop. The first development consists of the formation of a tiny thread-like structure, giving off numerous branches, running in various directions, and intertwining so as to form a mat. This mat of thread is called the mycelium. Some of these branches develop their ends to form spore-containing structures. In one method of multiplication the growing end of a thread swells to form a club or knob. The substance of this knob divides to form spores. These spores are then inside the wall of the original cell end. These spore-containing heads are called sporangia and are usually black in color, thus giving a black appearance to the mold as a whole. When this cell end breaks (on drying of the plant) the spores are set free. The spores are quite resistant, being able to withstand unfavorable conditions, and germinate only after a period of rest.

94. State where black mold is found.

The mold is widely distributed, spores of it being found in the air and in water in most communities.

95. Describe the plant of black mold.

Black mold, taken as a composite plant, appears as felted patches of white, gray or black color, spreading over the surfaces of foods, drugs and liquids particularly when these are of a starchy or farinaceous nature. The plant consists of the tangled mat of threads from which grow erect or aerial hyphæ, each one bearing a rounded, dark head or spore case.

96. What influence has black mold on foods and drugs and on preparations made from them?

Black mold produces enzymes which are very active in bringing about a great variety of chemical changes, causing decomposition of sugar- and starch-containing substances.

97. How are green and yellow mildews distinguished from black mold?

In green and yellow mildews the spores form in chain-like groups on the ends of branches (hyphæ) rather than within the spore case. In addition the characteristic colors of the mildews and mold are different.

98. What are the commercial varieties of senna?

The two important commercial varieties of senna are the Alexandrian and Indian or Tinnevelly.

99. How are they distinguished macroscopically?

Alexandrian senna is less than an inch in length; the leaf is lanceolate or ovate-lanceolate and is rather broad. It is of a pale or grayish-green color. The pubescence is spreading. Indian senna is about twice as long as the Alexandrian, but is not much wider. It is of a yellowish-green color. Its pubescence is appressed.

100. How are they distinguished microscopically?

The two varieties of senna are histologically closely similar, but in Indian senna the trichomes are longer and more numerous, and as a rule each stoma is enclosed by two neighboring cells of unequal size, which is much less commonly the case in Alexandrian senna. The cuticle of the epidermis of Indian senna is thinner than that of the Alexandrian. The hairs on Indian senna are, for the most part, bent over to lie parallel to the surface, the direction being towards the tip of leaf. In Alexandrian senna a large proportion of the hairs stand out at right angles to the surface.

101. Which variety is the more largely used?

The Indian.

102. Describe the two varieties of senna pods.

The pod of Alexandrian senna is a flat, elliptical, obtuse, membranous, smooth, grayish-brown legume, about an inch long and half an inch broad, scarcely if at all curved, and divided into six or seven cells, each containing a hard, heart-shaped, ash-colored seed. The pod of Indian senna is oblong, membranous, tapering abruptly at the base, rounded at the apex, and is about an inch and a half long by about half an inch broad.

103. State whether senna pods have any medicinal value.

The medicinal properties of the pods are similar to those of the leaves.

104. Name the important constituents of senna.

Senna contains several glucosides which yield oxymethylanthraquinone, free and combined; anthraglucosennin, glucosennin; sennarhamnetin and cathartic acid. The active principles of senna are emodin, chrysophanic acid, and cathartic acid.

105. What is American senna?

American senna is *Cassia Marylandica*, an herbaceous perennial indigenous to the eastern and central United States and Canada, with 12 to 20 foliate leaves, yellow flowers, and a linear, slightly curved legume.

106. Has American senna any medicinal value?

Its medicinal effects are similar to those of the official varieties, but considerably weaker in action.

107. Give the English name for each ingredient in the following prescription:

(*a*) Kali iodidi.....2 drachms.
(*b*) Strychninæ sulp.....¾ grain.
(*c*) Lig. kalii arsenitis.....1½ fluidrachms.
(*d*) Aq. lauro-cerasi, q. s. ad..3 fluidounces.

M. et Sol. Sig.: Teaspoonful four times a day in plenty of water.

(*a*) Potassium iodide. (*b*) Strychnine sulphate. (*c*) Solution of potassium arsenite. (*d*) Cherry-laurel water.

108. State how you would compound the foregoing prescription.

When this prescription is filled as written a crystalline precipitate forms. Both the solution of potassium arsenite and the potassium iodide precipitate the strychnine. The difficulty can be overcome however by substituting an ounce of alcohol for an equivalent amount of the cherry-laurel water, as the strychnine is soluble in this amount of alcohol. To compound the prescription, dissolve the strychnine sulphate in the alcohol and the iodide of potash in part of the cherry-laurel water. Mix the two solutions, add the solution of potassium arsenite and enough cherry-laurel water to make the volume of the whole up to three fluidounces.

109. How much of the second ingredient (in the prescription in question 107) is included in each dose?

As there are 24 teaspoonful doses in the mixture the amount of strychnine contained in each dose is 1/24 of ¾, or 1/32 grain.

110. State why the container (for the prescription in question 107) should have a "shake" label attached to it.

So that if any of the potent ingredients separated out, they would not be administered in one dose, but would, by the shaking, be distributed evenly through the whole.

111. Give the U. S. P. definition for black mustard seed.

Black mustard seed is the seed of *Brassica nigra* (Linné) Koch (Fam. *Cruciferæ*).

112. Name its botanical source.

Brassica nigra.

113. Write a macroscopical definition of black mustard seed.

Black mustard seed is subglobular, about 1.2 mm. in diameter; testa deep red-brown, sometimes with a grayish tinge, minutely pitted; embryo greenish-yellow, oily, with a curved hypocotyl and two conduplicate cotyledons; odor while dry, slight, on moistening powerfully irritating; taste strongly pungent and acrid.

114. Name the constituents of black mustard seed.

A fixed oil (30 to 35 per cent); mucilage; proteids; myrosin; sinigrin.

115. State how black mustard seed is distinguished from rape seed.

Rape seed is larger than black mustard seed. It is of a bluish color, while mustard is externally brownish-red. Rape seed is but slightly pungent, while black mustard has a pungent and acrid taste.

116. Name the constituents of white mustard seed and state how they may be distinguished from the constituents of black mustard seed.

White mustard seed contains 20 to 25 per cent of fixed oil; mucilage; proteids; myrosin and sinalbin. In white mustard seed the ferment myrosin interacts with the glucoside sinalbin and yields a yellowish non-volatile oil, which is pungent to the taste, but owing to its non-volatile character does not affect the eyes or nose. In black mustard seed the sinalbin is not present but its place is taken by the glucoside sinigrin which yields on interaction with the myrosin a light-yellowish volatile oil, which has an acrid, burning taste, pungent odor, and also affects the eyes.

(To be continued.)

LETTERS

This is where our readers exchange opinions and practical suggestions with one another. The Editors are always glad to receive short letters on subjects of mutual interest.

NO REASON FOR A GREAT VARIATION IN PRICING.

To the Editors:

I can hardly see, if the same quality of ingredients was used in all cases, why there was so much variation in the prices submitted on the following prescription which appeared in the article entitled "A Discussion on Prescription Pricing," printed in the May issue of the BULLETIN.

Menthol crystals	1 ounce.
Chloroform	3½ fluidrachms.
Tincture of Indian cannabis	6½ fluidrachms.
Ether	3½ fluidrachms.
Tincture of gelsemium	1 fluidrachm.
Alcohol, q. s. ad	4 fluidounces.

The prices for compounding this mixture ran from 35 cents, as the lowest figure, to a maximum of $1.00.

To a druggist who makes his tinctures by diluting fluidextracts, and who puts in an amount of menthol quite a bit shy of the specified ounce, a price of 60 cents to a dentist might be all right. It might show a profit. But to a druggist who is using physiologically tested tinctures and putting up the prescription exactly as written I hardly see how it would be possible to fill it for less than 75 cents if intended for a dentist, while one dollar would be a reasonable price to charge a patient.

Mendocino, California. H. S. NICHOLS.

LIGHTENING THE WHITE MAN'S BURDEN.

To the Editors:

A great many amusing incidents take place in a drug store, lightening somewhat the patient drug man's burden.

Some of these incidents are extremely humorous, too, although it sometimes takes the proper environment and setting to bring out their full force.

A few days ago three little boys came into our store. One of them stepped up and threw down a dime.

"Gimme a step-mudder!" he said.

After some inquiry it was learned that what he wanted was a baby's pacifier.

Another boy came in a few days later and called for ten cents' worth of lining water.

When we didn't tumble, he went on to explain: "Mother told me to get forty cents' worth of lining for baby's coat, and ten cents' worth of lining water for baby's milk." And he handed up fifty cents. He got lime-water, of course. F. W. CHURCHILL.

Proctor, Vt.

WHAT IS A FAIR PRICE?

To the Editors:

Some time ago I filled the following prescription:

Tincture of nux vomica	1 fluidounce.
Pepto-Mangan, Gude's	8 fluidounces.
Hemaboloids, arseniated, q. s. ad	1 pint.

I charged $1.75 for the mixture. Later the customer had me give him a copy of the prescription, and a brother druggist filled it for ninety cents. I would like to know what price BULLETIN readers would charge.

Madison, N. C. R. A. ELLINGTON.

[Let us have several expressions of opinion. Is 90 cents the proper figure, or does $1.75 strike our readers as being nearer to it? Or is neither price the right one?—THE EDITORS.]

TO AVOID A "BLOW-OUT."

To the Editor:

In our prescription experience we have had several unpleasant results with the following mixture:

Mixture of rhubarb and soda, Fluidextract of cascara sagrada, ää	2 fluidounces.

M.

This mixture looks innocent, but in a few minutes after it is compounded a reaction sets in and considerable carbon dioxide gas is liberated.

The first few times after filling it we sent it out too "fresh" (the action takes place rather slowly). The result in every case was a blow-out—and in one instance the customer had placed the bottle in a suit-case.

The way we go at it now is to first agitate the mixture for about twenty minutes before pouring it into the bottle. EMIL REYER.

South Bend, Ind.

SENDING A COLORED BOY.

To the Editors:

Here is a collection story—neither serious nor comical; rather half and half.

Once upon a time I sent a young man who happened to be colored out collecting. And he came back with his eyes full of tears.

I soon found out why. The man on whom he had called last came rushing into the store in a little while, and opened up with, "How dare you insult me by sending a nigger to collect that bill from me? If you don't fire that coon, I'll quit trading with you, and we'll soon bust you up!"

I told the man that I would not allow him to talk that way about a boy who had my confidence, who was welcome at any time at my home, whom I had trusted to look after my baby; told him, also, that he could pay that bill at once, or I would have it in Judge Prindeville's court before sundown!

He paid.

The young man was not discharged; worked for me for years; is a credit to his race and a good citizen, and a good pharmacist. Somewhat of a farmacist, too; owns a little farm on the side.

I didn't fail. But two weeks later the cur of a debtor did—busted up higher than Gilderoy's kite.

That young man is one of my good friends to-day—is happily married; and I do not regret the fact that I did not allow that stiff of a deadbeat to dictate to me whom I should employ—black, or white, or Colorado maduro.

Moral—Don't let your debtors run your business. Don't be afraid of your shadow!

Chicago. WILHELM BODEMANN.

EVIDENTLY UNREQUITED LOVE.

To the Editors:

The following is an order received by me, a short time ago, at the store of Vernon V. McKinney, Corsicana, Texas:

Smellage juice	10 cents.
Lovage juice	10 cents.
Total	20 cents.

At first I thought I would dispense a perfumed mixture of powdered chalk with sugar of milk, but after considering the grave responsibility involved, I decided not to do so.

L. E. COOLBAUGH, PHARM.D.

Corsicana, Texas.

WE ARE SORRY.

To the Editors:

I notice in the last issue of the BULLETIN a very embarrassing mistake. The writer is credited with being the proprietor of the Waldridge Company's drug store at Columbia, Tenn., the statement appearing in a legend under one of the pictures in the illustrated section.

Kindly correct the error, which is entirely yours, and absolve me from a seeming attempt to appropriate property which does not belong to me! H. B. WILKINS.

PHENOLATED CAMPHOR.

To the Editors:

In addition to the formulas for "Phenolated Camphor" appearing on page 231 of the May BULLETIN, I would like to suggest the following as meeting the requirements for a preparation of that nature:

Phenol crystals	20 grammes.
Gum camphor	40 grammes.
Liquid petrolatum	40 Cc.
Eucalyptol	3 drops.
Oil of sweet birch	5 drops.
Oil of peppermint	5 drops.

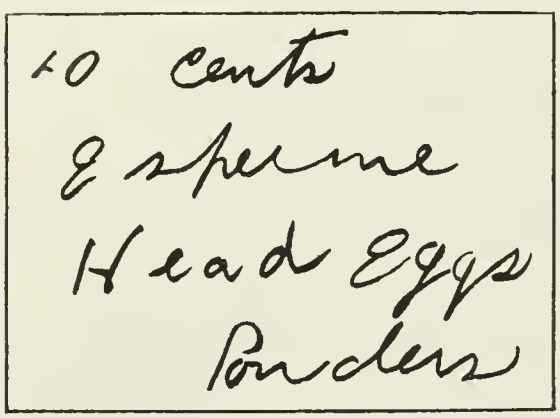
The camphor and phenol are triturated together until liquefied, and the other ingredients then added to the mixture. R. P. DANIELS.

San Antonio, Texas.

SOME PHONETIC SPELLING.

To the Editors:

I enclose a note received not long since from one of our customers. It may prove very interesting to readers of the BULLETIN. Incidentally it represents a novel method of spelling "headache." FRED NIGGERMAN.



Cincinnati.

THE SODA FOUNTAIN.

A MISCELLANY OF MONEY-MAKERS.

COCA MINT.

Chocolate syrup	1 fl. oz.
Peppermint syrup	1 fl. oz.
White of egg	1
Cream	2 fl. ozs.

The peppermint syrup is made as follows:

Oil of peppermint	30 minims.
Simple syrup	1 gallon.
Soda foam	1 ounce.

CHOCOLATE PEACH SUNDAE.

On a fancy plate place a disher of chocolate ice cream. On each of two sides of the cream put a thin wafer and on the opposite sides put half of a peach previously sliced. Over the slices of peach put a spoonful of whipped cream and pour over all a generous quantity of chocolate syrup.

FOX TROT PEACH.

Peach syrup	1 fl. oz.
Grape syrup	1 fl. oz.
Cream	3 fl. ozs.
Brandy flavor	2 fl. drs.
Egg	one.

LAME DUCK FLIP.

Raspberry juice	1 fl. oz.
Pineapple syrup	1 fl. oz.
Cream	2 fl. ozs.
Egg	one.

FATASMA NOG.

Wild cherry syrup, 1½ ounces; 1 egg; ice cream, 1 ounce; add cracked ice and a dash or two of acid phosphate, and carbonated water. Shake, strain, and serve solid.

BREATH OF SPRING.

A ladle of small slices of oranges; a few pineapple cubes; a small disher each of pineapple and strawberry ice cream; a touch of violet syrup.

SAMPLE SUNDAE.

In the center of a small plate put a No. 16 cone of orange water ice. Around the base form a triangle with three No. 20 mounds of ice cream, one each of vanilla, strawberry, and chocolate. Cover each of these with a small amount of a different dressing. Over the water ice pour a small ladle of whipped cream; sprinkle with nut meats and decorate with a cherry. A neat decoration is to use a red, white, and green cherry, placing one on the top of each mound.

MARMALADE.

Quince syrup, 1½ ounces; maple syrup, ½ ounce; honey, ½ ounce. Fill the glass with carbonated water, and serve solid, topped with diced fruit.

CHARLOTTE RUSSE.

One and one-half ounces peach syrup, one scoop vanilla ice cream, one egg. Shake up egg and syrup with a little shaved ice, strain, add the ice cream, and fill glass with plain soda, using fine stream freely. This makes a "fluffy" drink, in appearance somewhat like a charlotte russe, hence the name.

RURALITE.

Strawberry syrup, 2 ounces; vanilla syrup, 1 ounce; cream, 2 ounces. Fill the glass with carbonated water and serve with a foamy top and a floating strawberry or two.

COLLEGE PUFF.

Chocolate syrup, one ounce; coffee syrup, one ounce; cream, one ounce. Whip white of one egg in separate glass, add to other ingredients, shake, strain, and fill glass with plain soda, using fine stream freely, to give the drink a "fluffy" effect.

HAPPY DAYS.

Grape syrup, 1 ounce; orgeat syrup, 1 ounce; sweet cream, 1 ounce; fresh egg, 1 only; cracked ice, enough. Fill the glass with the coarse stream, strain, and serve.

EGG SHERBET.

Sherry syrup	4 fl. drs.
Pineapple syrup	4 fl. drs.
Raspberry syrup	4 fl. drs.
Cream	2 fl. ozs.
Egg	one.

STRAWBERRY DELIGHT.

Put a No. 12 mound of strawberry ice cream into a champagne cup; pour over it a ladle of fresh crushed strawberries, then a small ladle of marshmallow cream dressing, drop a few nut halves on top, and place a whole strawberry in the center.

SODA FOUNTAIN SLANG.

The soda clerk has just started his slang, and the old game of making over the language is progressing from one fountain to another, is the statement of a writer in the *Boston Globe*.

"Razapazaz" is just at present the soda-fountain artist's highest accomplishment with mere vowels and consonants. Even at this early day its origin is lost in the dim recesses of somebody's brain, but it was probably invented in deference to a superior taste as doing justice to a combination of lime and lemon juice in a strawberry soda. Anyhow, both the buzz saw name and the drink itself seem to be popular.

A straight crib from the waiter's book is already in use in the phrase, "draw one," which has become the fountain god's cant term for hot chocolate, but he doesn't yet seem to have noted the similarity between the whipped cream floating on top to snow.

The Tremont Street store, in Boston, where this sort of slang began among the clerks, works up a few more turns on the language every once in a while. There is the "chocolate peep," where the unwitting customer desires a chocolate egg and milk, the hen fruit coming in for description as a "peep." On the tongue of the soda clerk a chocolate ice-cream soda becomes "brown the chocolate," without any apology for the apparent repetition in the title.

Should you by any chance take a notion for an egg in your hot chocolate and the aproned chap to whom you give the order happens to be tied up serving others ahead of you, he will likely call out "draw one, twist it," to his team mate, and however queer it sounds to you, the order will be delivered just as you wanted it.

The clerks who are thus enriching the language diffidently admit that they have not as yet gone far in revising the dictionary, but with a generous sweep of the hand toward the bottles and pumps that cover the shelves and front of the fountain, they humbly suggest that the field is broad, and that time ought to do much for their own brand of slang.

FOR THAT DAILY SPECIAL.

RASPBERRY PUNCH.

Raspberry syrup.....2 fluidounces.
Orange syrup .....½ fluidounce.
Egg .....1.
Shaved or cracked ice.....about 2 ounces.
Milk.....enough to fill a 12-ounce glass.

Shake well, strain, fill the glass with the fine stream of carbonated water, and sprinkle on the foam a small amount of grated nutmeg.

THIRST QUENCHER.

Raspberry syrup .....2 fluidounces.
Solution of acid phosphates.....1 fluidrachm.
Juice of one-half lemon.
Shaved ice .....about 2 ounces.
Water .....8 fluidounces.

Mix well by agitating in a shaker, strain, and add enough water to fill an 8-ounce glass.

FRESH FRUITS.

In a tall, thin glass place a spoonful each of crushed strawberries, raspberries, and pineapple; sweeten with grape and vanilla syrups; add a little milk, a little ice cream, and a little cracked ice; fill with carbonated water, and garnish with a bit of orange.

JACQUEMINOT.

Rose syrup .....2 fluidounces.
Milk .....8 fluidounces.
Shaved or cracked ice.....½ glassful.
White of 1 egg.

Shake well, strain into a 12-ounce glass, and fill the latter with the fine stream of carbonated water.

BANANA NUT SUNDAE.

Slice half a banana in thin slices into a fancy dish and pour over it a little sweet cream. Sprinkle with powdered sugar. On this put a No. 10 mound of vanilla ice cream and pour over it a little heavy chocolate dressing. Sprinkle with chopped nut meats. Put a small ladle of whipped cream on the mound and decorate with red cherries.

SUNDAE LA ROYALE.

On a small fancy platter place a slice of sponge cake. On this place a No. 16 cone of chocolate ice cream and one of vanilla ice cream. Over one pour a ladle of crushed pineapple. Over the other sliced peaches (use the fresh fruit in season). Between the cones of ice cream put a ladle of whipped cream and drop a red cherry on top.

PRAIRIE OYSTER.

Draw about 2 fluidounces of carbonated water in an 8-ounce glass, break in an egg, and season with salt, pepper, and lemon juice, and serve without breaking the yolk. In serving, also give a glass of plain "soda" or seltzer water.

GINGER ALE SYRUP.

Ginger essence .....4 ounces.
Lemon essence .....2 ounces.
Tincture capsicum .....20 drops.
Solution citric acid .....1 ounce.
Caramel .....30 drops.
Syrup .....1 gallon.

QUEEN'S FAVORITE.

Orgeat syrup .....1 fluidounce.
White of 1 egg.
Cream .....2 fluidounces.
Shaved ice .....4 ounces.

Shake well, strain, and fill 12-ounce glass with coarse and fine streams of carbonated water, about equal proportions.

USING ICE IN THE WINDOW.

Two hot, tired girls were standing just outside the biggest drug store in town. It was a broiling hot day, but the window inside was as cool-looking as a bed of ferns in the forest. In three glass bowls long leaves of mint raised their heads, and in the very center of the window stood a silver bowl with a cool cake of ice in the center. The boiling sun had apparently no effect on it, though the separate leaves of mint that lay on top had sunk into their cool background, writes Miss Sidney Baldwin, in the *Practical Druggist*.

"It is too hot to eat, let's have a cream shake."

"Well, I will, though I'm saving for my vacation," and the two went in, lured by the cool window.

Inside, the electric fans cooled the air moving, and the lowered shades kept the sun from the interior of the store, though leaving it well lighted. Katherine noticed that the ice near the fans melted quickly under the breeze, though the cake in the window withstood the hot sun.

"How do you keep the ice from melting?" she asked.

"Special preparation," answered the druggist, cheerfully, and their curiosity was satisfied.

But that night as he locked the store, the proprietor gave one look at his window.

"Some window, yes?" he remarked to his comrade.

"Has that ice been there all day?"

"All day, and all to-morrow—and the next day. The idea belongs to Bob—he found the ice."

"Glass?" said the other, suddenly.

"Glass it is; sent for an ad about ten years ago. Bob found it down in the cellar in a pile of boxes, brought it up and fixed up the window. Powdered whiting makes the mist on the bowl. He says his sales are a third bigger to-day."

"But the leaves are sunk in it."

"The leaves are in the holes that were already there. They gave the thing dead away till he put them to use," the proprietor said.

ELIMINATE PROFITLESS DRINKS.

We have seen many sundaes served which actually cost more than the ten cents charged for them, says the *Confectioners' Journal*. Sometimes it is just possible that the actual cost of material may come inside the selling price, but no thought is taken of time that it takes to prepare a fancy combination.

In a sense, dispensers know that they are making a profit. They have figured out the cost of materials in a general way, but often wonder why it is that, after they have been at it from early morning until late at night, there is so little profit to be had.

Their first conclusion is that they are paying too much for their material, and that is as deeply as they look. In seeking a remedy they usually try and save by buying cheaper materials, cut down the eight-dollar clerk to seven dollars, and consider that in the future they are sure to make a profit.

There may be several causes for the non-yielding of profit. It is just possible that you give too much for the money. That is, you may use too big a glass or give too large a portion. The latter is usually caused by the carelessness of a cheap clerk, who thinks that materials are about as expensive as water. In eliminating the non-productive, that non-productive clerk should first be dispensed with. Producers cost more, but naturally they are worth more.

Quality wins in the end, even if quantity makes the most conspicuous show in the beginning. If you are really giving too much for the money, cut down the quantity, but not the quality.

By far the greatest number of cases of small or no profit fountains are caused by selling as trade-winners articles that yield no profit, which, of course, eat up the profit of the profit-makers. In fact, the average fountain sells less and less of the real profit-yielding lines, such as phosphates, etc., and is selling more and more of those things which yield a smaller percentage of

profit. But as the condition has resulted from increasing the volume of business, it would not in itself be so bad were it not for the fact that, in the rush to beat the other fellow, many dispensers are selling dishes for less than the actual cost of production.

THE FOUNTAIN AND ITS EQUIPMENT.

The following suggestions are taken from a bulletin issued by W. Scott Matthews of the Illinois State Food Commission:

The fountain should be attractive, but of simple construction. Many fountains are now on the market which permit of rapid and thorough cleaning. The old so-called "tombstones" are unsanitary.

The floor behind the counter should be of cement, tile, or other non-absorbent material. The floor should drain to a catch-basin in the center.

Purchase plain glass and silverware. Dirt is easily removed from them. Decorated silver and rough glass surfaces are seldom clean. Much labor may be saved by purchasing only plain, smooth accessories.

Protect straws from dust, dirt, and flies. Do not handle them needlessly. The practice of placing straws in jars where children may play with them is decidedly insanitary. Frequently older persons are also seen playing with the straws so exposed.

There are many sanitary straw containers on the market which dispense but one straw at a time. By the use of these inexpensive machines the customer is sure of having a clean straw to place in his mouth.

Never expose straws on the tables or counter where they may become filthy as a result of being handled.

Table tops and counters should be constructed of some material impervious to water. The varnish on wooden tables and counters soon becomes destroyed by the water used in keeping the furniture clean. Where wooden tables are used, the table may be kept in fairly good condition by a daily application of a mixture of equal parts of benzine and paraffin oil.

THE FLOOR AROUND THE FOUNTAIN.

Even if you are going to install only a small fountain, you ought to do it right, says the *International Confectioner*. One of the first things to consider is the floor. While a cement floor is the best, it is not absolutely necessary; you can use a good hard-wood floor and find it perfectly satisfactory if you keep it clean and dry. If you have a wood floor, do not use racks, because a careless use of them results in a water-soaked floor, which is both disagreeable and unsanitary. Have your floor mopped with hot water and dried thoroughly every morning; then make it the rule that any one who spills anything on the floor must clean it up at once. It is a good plan to set the example in this line, if you do not have a regular dispenser.

Don't install a new fountain on an old worn-out wood floor. Be sure that the floor is in good shape, with no cracks between the boards in which dirt can accumulate. If the boards in the floor of your store are old, worn, rough, or uneven, then have a new floor laid large enough, at least, for the fountain.

Have a good drain of ample size, as small pipes clog up easily. Go carefully into this matter with your local plumber. There are so many local sanitary laws that it makes directions impossible, but we do want to impress upon your mind that the drain should be ample in size. Those who are so unfortunate as to have small drain pipes find that the pipes constantly fill up with the slime that forms so readily where milk and cream are used extensively at the fountain.

OLD-FASHIONED LEMONADE.

An expert dispenser, says the *Practical Druggist*, can take some powdered sguar, squeeze a lemon, add some apollinaris or seltzer, top off with a cherry, and turn out a very fancy lemonade. This drink is popular with some, and it is a good business to have it on sale for their benefit. But there are others who think tenderly of old-fashioned lemonade and consider that it cannot be surpassed by any "new-fangled" drink. Old-fashioned lemonade is made with plain water, sugar, and lemons. In the opinion of many, lemonade is like soup, it should be made in quantity and allowed to blend. They do not think you can turn out real lemonade if you concoct it a glass at a time.

Lemonade does not always receive the consideration at the soda fountain that it deserves. It is easily made, easily dispensed, may be quickly prepared, and affords a good margin of profit. It is immensely popular. All these things being considered, where will you find a more ideal drink to dispense? It is a great thirst-quencher, and this accounts for its great popularity among men. Lemonade is a good seller all the time and may bring you business that you would not otherwise get.

CANTALOUPES AND WATERMELONS HELP DRAW TRADE.

In addition to serving liquid and frozen fountain products, says the *American Druggist*, it is frequently desirable to offer melons and other fruits in their natural state or with coatings of ice cream, as serving these fruits always draws trade and brings a good revenue.

Small cantaloupes and sliced watermelons come first and foremost in this group of fruits and never fail to constitute an attractive feature. In offering cantaloupes, great care should be taken to keep them strictly ice-cold. The seeds should be removed from each half of the cantaloupe served, and the inside part should be replaced with a ladleful of sliced peaches and a dish of peach syrup, sprinkled with powdered sugar. This makes a fruit specialty which is hard to beat.

It is also a good idea to serve cantaloupe halves filled with strawberries, blackberries and raspberries when these berries are in season. Like cantaloupes, the watermelons should be kept strictly ice-cold. A good advertising feature may be devised by exhibiting a few slices of watermelon on the soda counter. The slices may be served on long dishes either with or without ice cream and ices.

A HINT.

To separate yolk from the white of egg, try breaking the egg into a small funnel. The yolk will remain within the funnel, while the white may be caught in a receptacle below.—*Canadian Druggist.*

PRACTICAL PHARMACY

Preservation of Galenicals.—

At the February meeting of the Baltimore Branch of the American Pharmaceutical Association the reading and discussion of a paper by Dr. Charles C. Neal, entitled "The Preservation of Galenicals," brought out some interesting statements concerning tinctures and fluid, solid, and powdered extracts. Among the points presented to the attention of the members were the following:

Any deterioration in about one-third of the pharmacopœial preparations is due to carelessness in preservation and storage.

A preliminary sedimentation begins, in the majority of tinctures and fluidextracts, in from a few hours to several weeks after they have been made. After this inert sediment has ceased to deposit and has been filtered out the finished preparation should be practically stable if it is kept at a uniform temperature, protected from light, and placed in a securely stoppered, proper container.

Preparations with high alcohol content, as a rule, keep much better than those of lower proof. Aqueous or weakly alcoholic solutions are more liable to deterioration.

Containers should be kept practically full. A pint of fluidextract or tincture contained in a gallon bottle is exposed to the action of a large amount of air. Oxidation of the liquid is likely to take place and evaporation of volatile constituents may occur, resulting in the loss of valuable components and in the lowering of alcoholic strength.

Corking a bottle with a stopper that has been pierced by a corkscrew or loosely corking it with a good cork causes a change in the preparation if it is kept for any length of time. As a result of this carelessness fluidextracts have been found which have evaporated to solid extracts, and in some cases, to hard, dry extracts.

Powdered extracts should not be poured from the container but should be removed with a spatula. Any of the powder left on the inside of the bottle-neck where it comes in contact with the cork, will invariably become a solid extract, particularly in damp climates.

A solid extract should be taken from the center of the jar and any of the extract to be put back should be dropped in the same place. If the extract is wiped from the spatula on the side of the jar a hardening of the extract left there follows.

Improving U. S. P. Unguentum.—

The official unguentum, or ointment, of the Pharmacopœia is used as a base for distributing medicaments and as such should be of a consistency that permits of the easy incorporation of whatever ingredients the physician may desire, declared Edward A. Sayre in a paper read before the annual meeting of the New Jersey Pharmaceutical Association.

"The present formula calling for 200 parts of white wax and 800 parts of benzoinated lard results in an ointment which is too firm or stiff for use in even the hottest kind of weather experienced in our climate.

"I get much better satisfaction from a base made with 140 parts of wax and 860 parts of benzoinated lard. Powders such as oxide of zinc, starch, and subnitrate of bismuth are the ones which are used most frequently, and I find that I get better results from the employment of the latter base with these powders.

"Complaints of ointments being too stiff and hard coming from those who used preparations made from the official ointment caused us to adopt the softer base and brought back to us business that, for a time, had been lost."

How Physicians Write Prescriptions.—

Some months ago Dr. Bernard Fantus sent to leading pharmacists throughout the United States question blanks requesting reports on one hundred consecutive prescriptions taken at random from pharmacists' files. His report, presented at the second annual session of the Federation of State Medical Boards of the United States, covers a review of ten thousand prescriptions. The following tabulation, says the *California State Journal of Medicine*, shows the percentages obtained on the various questions submitted:

Report on the examination of 10,000 consecutive prescriptions:

A.	Written in English	36%
B.	Use of poor Latin	18%
C.	Almost illegible	4%
D.	Use of metric system	a small percentage
E.	Number of ingredients—	
	1. Less than three	46%
	2. More than five	11%
F.	Proprietaries	24%
G.	Specified preparations	11%
H.	Incompatibilities	2%
I.	Over-doses and errors	1%
J.	Has the quality of prescription-writing improved or deteriorated within the last ten years? Improvement reported by	55%
	In what respects? More U. S. P. and N. F. preparations used. Deterioration reported by	20%

Necessary Apparatus for the Prescription Department.—

Professor J. L. Lascoff, at the Detroit meeting of the American Pharmaceutical Association, stated that he considered the following utensils and apparatus necessary for the prescription department of the average pharmacy:

Six mortars and pestles (porcelain); two glass mortars with pestles; three porcelain evaporating dishes; six metal spatulas of different sizes; two horn or bone spatulas; half a dozen glass rods; one infusion-mug; one dozen graduates from one drachm to a quart; one dozen graduates from fifty Cc. to one thousand Cc.; one accurate base-scale, capable of weighing one grain or less; troy and metric weights from one grain to twelve ounces and from ten milligrammes to one thousand grammes; two separate poison-closets; two tablet-molds, triturate and hypodermatic; two Florentine flasks, two sieves, one copper water-bath, two percolators, funnels of differing sizes, supports, etc.; a microscope if possible; a sterilizer; a centrifuge if possible; a dozen test-tubes and a burette, and two hydrometers. There should also be included a special closet holding the most important U. S. P. reagents, an outfit for urinalysis, the Pharmacopœia, National Formulary, and other reference books.

CAPSULES OF SCIENCE

Prepared by PROF. W. L. SCOVILLE.

Science Sentries.—

A flaming-arc electric light has been made which has the power of 500,000,000 candles.

A new form of mercury-arc light has a power of 3000 candles, but is so constructed that no heat is given off.

The alkaloids in the poppy capsule are turned into albumin if the capsule is allowed to ripen; morphine exists in largest proportion just before the seeds begin to mature.

Salvarsan is stated to be less painful if injected in a solution of guaiacol in glycerin—as much guaiacol being used as salvarsan.

By pouring ether on the surface of carbon tetrachloride and igniting the mixed vapor A. Leighton has obtained a flame so cool that it will not char paper and the hand can be held in it without discomfort.

There are two varieties of fungi which decompose all arsenic compounds, under favorable conditions, and liberate volatile arsenic compounds which are mildly toxic. These cause all the trouble from arsenic in wall-paper or fabrics.

An exclusive diet of wheat stops growth in young animals after a time and is thought to verify the idea that wheat contains a small proportion of a toxic substance.

Arsenic promotes the formation of fat and the formation of bones in normal animals.

University of Michigan chemists have concluded that bleached flour, containing traces of nitrite, is not injurious to health.

Sunlight kills bacterial spores in two to eight hours, but kills the bacteria in two to eight minutes.

Excess of tannin or glucose in leather results in a softening and loss of shape in the shoe.

Florida is developing a forest of trees for the production of tung oil, and expects to rival China in the market for that oil in two or three years.

Lime from marble develops enough heat in water-slaking to ignite wood, but impure or slow-slaking lime does not.

One-tenth per cent of gelatin greatly retards the decomposition of hydrogen peroxide by platinum—requiring 13 times as long as when no gelatin was present.

When oil is allowed to spread freely over the surface of water it forms a film not exceeding twice the molecular diameter of the oil. Camphor forms a thinner film than oil.

Wood alcohol is said to be less toxic to lower plants and infusoria than is grain alcohol, but is more toxic to higher animals, particularly in successive doses.

The amount of 80-per-cent alcohol needed to produce incipient coagulation in milk is stated to be a criterion of its quality. Good milk should require twice its bulk or more of the alcohol, while milk which is full of germs begins to coagulate when less than an equal volume is added.

Quinine bromide and dibromide is said to be twice as effective against infusoria and plasmodia as the alkaloid alone, and a similar but less marked difference has been shown upon bacteria in general.

Suspensions of bismuth subcarbonate in liquid petrolatum are said to be without any unpleasant after-effects when administered in large doses for *x*-ray work, etc., and are recommended in place of the subnitrate.

R. F. Jackson states that the most stable form of subacetate of lead is that in which two molecules of lead oxide are dissolved by one of lead acetate.

Platinum has recently been discovered in Nevada in alloy with gold. The ore assayed ½ to 1 ounce of platinum per ton and nearly twice as much gold.

All growing plants produce a substance in the soil which is poisonous to its own kind as well as to other kinds, but which readily oxidizes in the earth and increases its fertility after oxidation.

Distilled water has no action on aluminum, but salt water pits it and in time corrodes it. Nickel is the only common metal, except iron, which is not attacked by salt water.

Argon is now a commercial product, and is being sold in flasks of 100 cubic feet capacity by the American Cyanamide Company of Niagara Falls.

Vanillin is a very common principle in nature and has been found in lawn-grass, in pineapples, in oak-wood, in wheat seedlings, and in soils. More than minute traces in soils is injurious to growing plants.

Grain dusts are stated to be more inflammable than coal dust when mixed with air. Oats and corn make a more inflammable dust in mills than wheat, and develop a greater pressure when ignited.

Carbon dioxide is more easily tasted in a hard water than in soft. Up to 116 mgrms. per liter it cannot be tasted in distilled water, but is readily tasted in hard water.

A Swiss biologist has produced an antitubercular vaccine which has produced favorable results in 85 per cent of tuberculous cases.

The addition of antirennin to cow's milk prevents its coagulation in large clots in the stomach and makes it much more easily digestible in the intestines. This treatment often makes the milk acceptable in cases in which it is not borne in its natural state.

Motor Fuels.—

Oxidizing substances added to motor fuels have been found to increase the efficiency of the fuel and also bring some new fuels into use. Thus petroleum oil with 3 per cent of hydrogen peroxide will burn well in a motor engine and gives greater power than gasoline. It is claimed that the addition of 2 per cent of naphthalene picrate doubles the power. Kerosene with 0.5 per cent of picric acid works in some respects better than gasoline. The use of oxygenated fuels looks promising for the motor engine.

Jitneys.—

The Mint Report states that at the end of 1912 there were 895,920,035 coins in circulation made of pure nickel, and used mostly in Austria and adjacent countries. At the same time there were 4,136,851,348 nickel-bronze coins in circulation, used mainly in Great Britain, the United States, South America, Germany, and the smaller European States. Nickel-bronze is gradually replacing nickel for coins.

BUSINESS HINTS

Specimens of druggists' advertising are solicited for reproduction or comment in this department of the BULLETIN.

Reference Books for Pharmacists.—

"The average pharmacist has not the reference books that he should have," said Frank Richardson, Ph.G., at the last annual meeting of the American Pharmaceutical Association.

"The pharmacist in most rural communities is looked upon as a man able to answer all sorts of questions, and nothing he can do will add more to his prestige than his willingness and ability to answer satisfactorily the many questions asked by his customers. To do this he must have the tools to work with.

"I would recommend for the country pharmacist the following: The United States Pharmacopœia, The United States Dispensatory, Remington's Practice of Pharmacy, The Scientific American Cyclopedia of Formulas, Simon's Manual of Chemistry, Diseases of Cattle (Department of Agriculture), Scoville's Art of Compounding, Homeopathic Pharmacopœia, Gould's Medical Dictionary, The National Formulary, The National Dispensatory, The Era Formulary, Manual of Toxicology (Brundage), Culbreth's Materia Medica, Diseases of Horses (Department of Agriculture), Ruddiman's Incompatibles, Schimpf's Volumetric Analysis, The Modern Materia Medica.

"Add to these the Legislative Manual published by the State, for reference in regard to political questions that are often referred to the pharmacist, and the World Almanac in answering general questions.

"In addition to having the foregoing books every pharmacist should take an active interest in and be affiliated with his State Association, and lend his support to its efforts for the betterment of pharmacy. He should also be affiliated with the American Pharmaceutical Association and have its valuable Year Book at hand for ready reference. Last, but not least, every pharmacist who desires to keep abreast of the times should be a subscriber and careful reader of one or more of the splendid journals devoted to pharmacy.

"This list, of course, could be largely extended, but I believe that with such a library the pharmacist would be well equipped to meet any emergency and would find the money expended in procuring it well invested.

"For the city store much the same list would apply, with the exception of the books on Diseases of Horses and Cattle."

A Jitney Sale.—

"Strolling in a New Hampshire village," says A. W. Rideout in the May *Apothecary*, "I came to a drug-store window that was piled high with neatly wrapped packages varying in size from six inches to one foot in diameter and from two to four inches thick. Over this pyramid pile of packages was a sign which read:

> On Saturday morning you can have your choice of any one of these packages for one Jitney. (A Jitney, as every one knows, is 5 cents.) Every package contains extraordinary value. From 15 cents to 50 cents worth in every package.

"I was privileged to see behind the scenes, and note the varied contents of each bundle. Into many there went a box of stationery, a bottle of ink, or possibly a paper-covered book or a cake of soap. It is needless to say that much dead stock was made use of, but every package contained extra good value, articles that would be useful and desirable to some member of the family.

"By way of providing that every package did contain five cents' worth, there was slipped under the string, after the parcel was wrapped, five souvenir post-cards. These, of course, did not retail for less than a penny apiece, and many no doubt were made to sell for more. They were all handsome cards.

"People were stopping on street corners to investigate their 'grab' and compare notes as to who got the best value. Everybody was satisfied, no one was disappointed. The store made a small profit on the entire sale and got much pleasant advertising out of it. The big value in every package was the feature that made it a success."

China Novelties in the Window.—

One of the means used by Brundage's Drug Store, Muskegon, Mich., to stimulate its trade in crockery and bric-a-brac novelties is shown in the accompanying illustration.

The display covers the bottom of the window and extends nearly to the top. It is so arranged that each

individual piece is in full view of the people on the street. A large placard at the back of the window calls attention to the special prices offered.

Fred M. Casserholz, of the Brundage store, designed and installed the display.

A Harrison Law Suggestion.—

G. O. Patterson, of Hawesville, Ky., in a communication to the *Kentucky Druggist* offers the following excellent suggestion:

"When numbering narcotic prescriptions place the letter 'N' after the number—for instance, 3204 N. When a customer brings in a bottle or a box for refilling, the letter 'N' will instantly tell the druggist that it is for a narcotic and cannot be refilled. This will save valuable time, as there will be no need to refer to the prescription file."

QUERIES

Information is given in this department under the following conditions only: (1) No queries are answered by mail; (2) queries must reach us before the 15th of the month to be answered in the BULLETIN *of the month following; (3) inquirers must in every instance be regular subscribers; and (4) names and addresses must be affixed to all communications.*

A Vanishing Cream of Firm Consistency.

J. R. writes: "The formula that I am now using for making a vanishing or greaseless cold cream produces a cream that is too soft. Can you tell me how to make one that will be fairly firm?"

We have published on several occasions formulas for greaseless or vanishing creams. Here is a typical preparation of which the author says:

"Physically it is a most beautiful preparation, having a satiny finish and luster that cannot be duplicated by any other method. It will stand up longer with less loss of water than any other cream on the market. To the consumer it has none of the disagreeable medicinal features so common among these creams, such as irritating or greasing the skin.

"In the beginning forgive me if I impress upon you the necessity of following the modus operandi to the letter. One of the first steps in this operation is the use of a granite-ware kettle of from 6 to 8 gallons in capacity for making the quantity contained in this formula. Weigh out accurately:

3 pounds of stearic acid.
24 ounces, av., of powdered borax.
1¾ ounces, av., of monohydrated carbonate of soda.
1½ pounds of glycerin.
18 pounds of distilled water.
Perfume to suit, q. s.

Weigh the water, glycerin, borax, and soda into a suitable vessel and cause solution by heating on a water or steam bath. When heated to the boiling point of the water-bath, gradually add the stearic acid, which has been previously granulated, stirring constantly all the time during the operation.

"Boiling distilled water should be added from time to time during the process to make up the loss by evaporation. The operator can gauge the hardness or softness of the cream according to the amount of water used in the process. Less water will stiffen the cream; more water will soften it. Under no circumstances should cold water be added to the cream during the process, and under no conditions should either hot or cold water be used after the cream has set."

Anti-rust Preparations.

H. J. H. inquires: "Can you furnish a formula for making an anti-rust preparation to be applied to steel articles?"

Caoutchouc oil is said to have proved efficient in preventing rust, and to have been adopted by European armies for that purpose. It only requires to be spread, with a piece of flannel, in a very thin layer over the metallic surface and allowed to dry. Such a coating will afford security against atmospheric influences and will not show any cracks under the microscope after a year's standing. To remove the coating, the article has simply to be treated again with caoutchouc oil, and washed after twelve to twenty-four hours.

A solution of india-rubber in benzine has been used as a coating for steel, and has been found a simple means of keeping the steel from oxidizing. It can be easily applied with a brush, and is as easily rubbed off. It should be made about the consistency of cream.

Boiled linseed oil will keep steel articles from rusting, if it is allowed to dry on them. Thick lubricating oil and vaselin have also been recommended as rust-preventives. In some cases a coating of transparent varnish made from copal or shellac acts as a rust-preventive.

Before applying a protective coating, the steel article should be freed from all traces of rust. This is best accomplished by means of brushing and then applying a mineral acid, washing well, neutralizing all remaining traces of acid with potash lye, lime, or some other alkali. The article is then cleaned and dried thoroughly and the protective agent applied.

A Question of Proportion.

S. C. D. writes: "Will you kindly tell me in what proportions, if any, I can mix the following so that there will be no precipitate:

Potassium acetate.
Magnesium sulphate.
Tr. gentian compound.
Fluidextract of cascara sagrada aromatic.
Water, q. s.

"The dose is one tablespoonful three times a day."

Magnesium sulphate is insoluble in alcohol; consequently, even if present in comparatively small quantities, it will be thrown out of solution by the alcohol of the tincture and fluidextract. Not enough of it can be brought into solution to be of much therapeutic value.

The amounts to use of the various ingredients depend upon the desire of the physician, but as a tentative formula we suggest the following:

Potassium acetate .....4 drachms.
Tr. gentian compound .....1 fluidounce.
Fluidextract cascara aromatic....2 fluidrachms.
Water, q. s. ad.....4 fluidounces.

To make a more sightly preparation than this formula would produce, it might be well to substitute diluted alcohol for the water. Such a change, however, should not be made unless the physician gvies his consent to it.

A Rapid Method for Making Solution of Magnesium Citrate.

R. B. writes: "We would like to know a quick method for making solution of magnesium citrate extemporaneously."

In "350 Dollar Ideas for Druggists," James L. Tuohy, Salem, N. J., addressing himself particularly to druggists in localities where the demand is so unsteady that the druggist cannot keep the product ready for use, offers the following method:

He keeps a small supply of the powder made up—that is, he puts 20 or 25 powders in wax papers, half of them containing 33 grammes of citric acid, while the rest consist of 15 grammes each of magnesium car-

bonate. He keeps them in separate boxes and drawers near the laboratory stove. When a bottle of citrate is called for, he puts 8 ounces of distilled water or clear water in an agate or other vessel to heat. He dumps the citric acid powder into the water at once, and it dissolves with a little stirring while the water is heating. After the solution comes to a boil, he adds the magnesia powder and the reaction takes place rapidly. He places 60 Cc. of syrup of citric acid in a 12-ounce bottle, strains the hot liquid through a fine cloth strainer or through cotton into this bottle, fills with distilled water, and adds the potassium bicarbonate, and then stoppers. Of course while the water is heating one can utilize the time by labeling the bottle, getting the citric acid syrup and weighing out the potassium bicarbonate.

Most druggists who make the solution freshly, as it should be prepared according to the U. S. P., waste time in weighing out their powders and pounding up the citric acid in a mortar, which is not necessary. Then they wait for water to get hot and stir the material in a mortar. With his method the druggist soils only one utensil—the container for heating the water.

Chocolate Syrup and Acid Phosphate.

F. U. asks: "Will you print a formula for chocolate syrup and also tell me how to make the best phosphate?"

The following recipe, taken from "350 Dollar Ideas for Druggists," has proved a decided success in the stores where it is used:

"Heat one gallon of simple syrup to the boiling point. Moisten eight ounces of a good powdered chocolate with six ounces of glycerin, or just enough to allow the powder to be rubbed down smooth and free from lumps. Add gradually, stirring constantly, enough of the boiling syrup to the chocolate so that it will pour. Then add the whole mixture to the boiling syrup and boil slowly for fifteen minutes, stirring constantly. Strain through cheese-cloth while hot, and when cold add ½ ounce of vanilla extract."

The Spatula Soda Water Guide directs that acid phosphate for fountain use be made as follows:

Potassium phosphate	80 grains.
Magnesium phosphate	160 grains.
Sodium phosphate	80 grains.
Calcium phosphate	4 drachms.
Phosphoric acid (syrupy)	8 fluidounces.
Water, q. s.	1 gallon.

Mix and filter.

The amount of this to be used in preparing a phosphate drink cannot be stated definitely, depending, as it does, upon the nature of the drink and the preference of the customer. In general, however, a few squirts of the phosphate, not exceeding a teaspoonful in volume, is the amount usually employed.

Fruit-preserving Powders.

A. B. C. says: "Will you furnish formulas and directions for using fruit-preserving powders?"

In many States the addition of preservative powders to canned fruits offered for sale is prohibited. Such powders, however, can of course be used by the housewife if she so desires.

Perhaps the most commonly used preservative is sodium benzoate in the proportion of one-tenth of one per cent. The benzoate is dissolved in water and the solution added to the fruit pulp. This is done just before the fruit is removed from the fire, and after it has been boiled with sugar. The hot fruit is then poured into heated sterilized jars and sealed hermetically. Of course, the preliminary operations will vary with the nature of the fruit. Fill the containers full. In heating the jars put them in cold water and raise them to the boiling point.

Powdered salicylic acid is also employed as a preservative. To use it, add one ounce of a saturated alcoholic solution to one gallon of the boiling fruit and stir.

Sodium benzoate, one-tenth of one per cent, is permitted by the Federal government, but is tabooed, we believe, by some of the State governments.

Yellow Basham's Mixture.

R. B. says: "We would like you to comment on the compatibility of the following:

Sodium citrate	4 drachms.
Spirit of nitrous ether	6 fluidrachms.
Basham's mixture, q. s. ad	8 fluidounces.

Dessertspoonful every six hours in one-half glass of water.

"The Basham's mixture assumes a yellowish color when the other ingredients are added to it. Is the prescription a safe one to dispense?"

The spirit of nitrous ether probably contains some free nitrous acid. When this is added to the Basham's mixture, a compound of iron, yellow in color, is formed. The color change may be retarded to some extent by first neutralizing the spirit of nitrous ether. This can be accomplished by shaking the spirit with a little powdered potassium bicarbonate. When the neutral spirit is added to the other ingredients no color change will take place for a considerable time.

The prescription as written, or when compounded using a neutral spirit, presents no dangerous incompatibility and may be safely dispensed. Both physician and patient should be warned, however, that a yellow coloration will eventually occur.

Alcoholic Rubbing Fluids.

F. T. S. and "Lime" ask: "What is used in hospitals to denature alcohol when it is to be employed for bathing or rubbing purposes?"

Treasury Decision 1757 gives the following formulas for destroying the identity of alcohol for hospital use:

1. Alum, 10 grains; camphor, 3 grains; alcohol, 4 ounces.

2. Phenol, 1 part; alcohol, 99 parts.

3. Formaldehyde, 1 part; alcohol, 250 parts.

4. Alum, 2 ounces; zinc sulphate, 1 ounce; alcohol, 1 gallon.

5. Alum, 1 drachm; camphor, 1 ounce; alcohol, 1 pint.

6. Mercury bichloride, 1 part; alcohol, 2000 parts.

7. Alum, 2 ounces; salicylic acid, 2 ounces; oil of gaultheria, 2 ounces; water, 1 pint; alcohol, enough to make 1 gallon.

8. Phenol, 2 drachms; oil of gaultheria, 20 drops; alcohol, 1 gallon.

9. Mercury bichloride, 0.8 gramme; hydrochloric acid, 60 Cc.; water, 300 Cc.; alcohol, 640 Cc.

10. Mercury bichloride, 1½ grains; hydrochloric acid, 2 drachms; alcohol, 4 ounces.

11. Sodium bicarbonate, 3 ounces; extract of hamamelis, 16 ounces; water, 16 ounces; alcohol, 16 ounces.

12. Formaldehyde, 2 parts; glycerin, 2 parts; alcohol, 96 parts.

13. Oil of cajuput, 1 drachm; alcohol, 1 pint.

14. Tannic acid, 12 parts; water, 125 parts; alcohol, 125 parts.

15. Phenol, 1 drachm; tannic acid, 1 drachm; water, 1 pint; alcohol, 1 pint.

16. Alum, ½ ounce; formaldehyde, 2 drachms; camphor, 1 ounce; water, 1 pint; alcohol, 1 pint.

From this list you should be able to choose a combination that will meet your particular requirements.

Worms in Hogs.

F. & L. Drug Co. write: "Will you publish a formula for a worm destroyer to be given to hogs?"

The following is found in the literature:

Sodium sulphate, powder.....2 ounces av.
Tansy, powder .....5 drachms.
Castor oil .....6 fluidrachms.
Naphthalin .....30 grains.
Rye flour .....¾ ounce av.

Mix together and add syrup, glucose, or molasses to form an electuary.

One-fourth of this mixture is to be given every two hours.

Prepared Floor Wax.

The G. Pharmacy writes: "We would like to know how to make a so-called 'prepared floor wax.'"

Floor waxes in powder form are made from various waxy matters usually combined with boric acid or talc. The powders are quite coarse, such as will pass through a number 10 or 20 sieve.

Here are a couple of typical formulas:

(1) Spermaceti .....4 avoirdupois ounces.
Carnauba wax .....4 avoirdupois ounces.
Talcum powder.....8 avoirdupois ounces.

Shave the spermaceti and carnauba wax paraffin quite fine, mix with the talcum, and pass through a number 10 sieve.

(2) Carnauba wax .....1 pound.
Boric acid, powder.....7 pounds.
Oil of lavender flowers.....1 fluidrachm.
Oil of neroli.....20 minims.

Melt the wax, add the boric acid and the oils, mix well, and pass the mixture through a coarse sieve.

If desired, the oils may be omitted, as they are intended simply to impart an agreeable odor to the mixture.

We regret that we are unable to supply you with a formula similar to that of the proprietary salve you mention.

Manufacturers of Toilet Powders and Waters.

W. E. W. asks: "Can you give me the address of the United Perfume Company? I would also like the names of a few other concerns engaged in the manufacture of toilet powders and toilet waters."

The address of the United Perfume Company is 63 Leon Street, Boston, Mass. Among other concerns making and selling toilet waters and powders may be mentioned the Donald-Richard Co., Iowa City, Iowa; James C. Crane, agent for the Elcaya Co., 108 Fulton Street, New York, and the Frederick F. Ingram Co., 6 Tenth Street, Detroit, Mich.

There are innumerable others.

Disguising the Odor of Kerosene.

H. H. W. asks: "How can kerosene be deodorized for use as a vehicle in a mosquito lotion?"

We do not know of any practicable or economical method for deodorizing kerosene. However, as much of the value of a lotion for preventing the bites of mosquitoes depends upon the presence of an odor objectionable to the insects you might try masking or disguising the kerosene smell. Oil of pennyroyal, oil of cedar leaves, oil of citronella, and naphthalene are all repulsive to mosquitoes and serve, at the same time, as effective agents for covering up the peculiar odor of the kerosene.

Emulsion of Silver Iodide.

T. C. M. says: "I have had an inquiry concerning emulsion of silver iodide, but I have no formula for making it. Will you supply me with suitable directions?"

Scoville's "Art of Compounding" gives the following:

Silver nitrate.....2.2 grammes.
Potassium iodide.....2.2 grammes.
Gelatin .....0.3 gramme.
Distilled water.....100 Cc.

Dissolve the gelatin in half the water by aid of heat, and then dissolve the potassium iodide in this solution. Dissolve the silver nitrate in the remainder of the water and add to the first soluton slowly with *gentle* shaking.

After a short time the mixture becomes evenly suspended.

Pink Color for Face Lotions.

H. S. O. writes: "Please inform me what coloring agent is used in the manufacture of the flesh-colored or pink face lotions known as 'liquid face powders.' I have tried powdered carmine, but when that is used the supernatant liquid assumes, on standing, a much deeper shade than the powder."

We suggest that you first mix the powders with the liquid used. When these are mixed together thoroughly, add sufficient solution of carmine, N.F., to impart the desired shade. You will find that when this mixture is allowed to stand the pink color is more pronounced in the powder than in the supernatant liquid.

A Non-greasy Base.

F. E. B. writes: "Is there anything that we can mix with red precipitate as a substitute for petrolatum? We desire a base that is not oily and that does not dry out."

Either glycerite of starch or glycerite of tragacanth should prove acceptable.

T. W. Q.—We are unable to furnish formulas for the proprietary articles mentioned in your letter.

THE SCRAP BOOK.

USE the "Star Quizzer" and pass any State examination. It covers the questions and answers of State Pharmacy examinations. The revised edition, conforming to the new U. S. P., will be sent post-paid for $1.25. Address Stevens & Mallory, Ada, Ohio.—*Adv.*

THE farmer, wearing a long face, entered the country drug store. "I've got something wrong with my stomach," he announced, "and I want you to give me something for it."

"All right," replied the apothecary, cheerfully; "what are your symptoms?"

"Every little while something seems to rise up and settle back and then by-and-by rises up and settles back again."

The druggist stroked his chin reflectively. "Look here," he said, gravely, "you haven't gone and swallowed an elevator, have you?"—*Ladies' Home Journal.*

THE standard of purity and uniformity maintained in the Mercurial Preparations manufactured by Chas. Pfizer & Co., has given their brand an enviable reputation among the trade generally, and more particularly among Manufacturing Pharmacists.

Their Calomel especially, owing to its purity and white color, is peculiarly adapted for use in the manufacture of pills, etc., and their brand of Powdered Corrosive Sublimate is invariably desired by those who require a uniformly white and dry powder.—*Adv.*

WILLIS: "What are you worrying about? Didn't the agent who sold you the lot guarantee it was only a gunshot from the station?"

Gillis: "Yes; but I was reading this morning that the Germans have guns that carry twenty miles."—*Erie Gazette.*

"WELL, is your bride a good housekeeper?"

"She hasn't had much experience along those lines, I must admit. She thinks anybody ought to be satisfied with an ice-cream soda for breakfast."—*Kansas City Journal.*

SHE had sent a telegram and was waiting for an answer. Suddenly the peculiar halting click of the receiving machine sounded in the office, and she said to her companion:

"That's from Charlie, I know; I can tell from his stutter."—*Buffalo Enquirer.*

BILTON (sternly): "What's the reason that young man stays so late when he calls?"

Miss Bilton (demurely): "I am, papa."—*Judge.*

Now, take Sunburn—

or any other kind of a burn; dermatitis, poison ivy, insect bites, etc.—

Physicians say there's nothing so comforting; so convenient; so quick-healing and safe, as

Antiphlogistine
TRADE MARK

Spread on **Thick** and—COLD; better **cold** in burns. Takes out the "heat;" relieves pain; saves the skin. Antiphlogistine goes on easy—comes off clean.

"There's only ONE Antiphlogistine"

THE DENVER CHEMICAL MFG. CO.
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We can recommend the proper

PEROXIDE

for
Soap
Creams
Toothpaste
Toothpowder
Talcumpowder

Cost Increased Negligibly
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For Prices, Formulas, etc., Inquire
THE ROESSLER & HASSLACHER CHEMICAL CO.
100 William St., New York City

HOSTETTER'S STOMACH BITTERS

IS ADVERTISED EVERYWHERE AND ALL THE TIME.

YOUR CUSTOMERS KNOW IT IS

THE BEST TONIC AND STOMACH REMEDY

THEY WILL BUY IT IF YOU GIVE THEM AN OPPORTUNITY.

Order a good supply from your jobber to-day and then write us for attractive store displays, novelty cards and beautifully illustrated booklets.

THE HOSTETTER COMPANY,

59 and 60 Water Street, • • PITTSBURGH, PA.

Conversation on a country road:

"What makes you sit up there and toot the horn?"

"Charley told me to," replied the fair one, "so I won't hear the things he says while he's fixing the machine."—*Horseless Age.*

Seger & Gross, manufacturers of drug-store fixtures, have removed to larger quarters at 518-526 West 55th Street, New York City.

The new factory is strictly modern in every respect and is equipped with new and up-to-date machinery, so that the facilities for manufacturing are largely increased.

A San Francisco clergyman recently at the close of his sermon announced that in the course of the week he expected to go on a mission to the heathen.

One of the parishioners exclaimed, "Why, my dear doctor, you have never told us one word of this before. It leaves us unprepared. What shall we do?"

"Brother," said the minister, solemnly, "I shall not leave town."—*Argonaut.*

Old Lady (meeting two little boys): "Why, Johnnie, how very dirty you are! How is it that your little brother is so much cleaner than you are?"

Johnnie: "Well, you see, he's three years younger."—*Boston Post.*

"If any man here," shouted the temperance speaker, "can name an honest business that has been helped by the saloon I will spend the rest of my life working for the liquor people."

A man in the audience arose. "I consider my business an honest one," he said, "and it has been helped by the saloon."

"What is your business?" yelled the orator.

"I, sir," responded the man, "am an undertaker."—*Western Druggist.*

It will pay you to look up the ad. of the Spatula Publishing Co., 2 Sudbury Bldg., Boston, Mass., which appears on another page of this issue.

Six books are listed there, each one of which is of practical value to the druggist who is desirous of knowing ways and means for building up his business.

Payton: A bachelor is a man who has been crossed in love.

Parker: Yes, and a married man has been double-crossed.—*Life.*

Fare: But, my good man, it's barely a mile as the crow flies!

Driver: That ain't nothing ter go by! This 'ere's a cab, not a airyplane!—*New York Sun.*

There's no "Dull Season" with Diamond Dyes.

Through all seasons, indifferent to "business conditions," the sale is certain—and steady.

Diamond Dyes

Keep your store active, because "Diamond Dye" customers are good *general customers.*

Be sure to have a complete stock—always.

WELLS & RICHARDSON COMPANY

BURLINGTON, VERMONT,

and 200 MOUNTAIN STREET, MONTREAL, CANADA.

PLANS FOR SAN FRANCISCO MEETING OF THE A. PH. A.—It has been decided that the National Association of Boards of Pharmacy and the American Conference of Pharmaceutical Faculties will hold their sessions on August 5, 6 and 7 of the week before the meeting of the A. Ph. A. The California College of Pharmacy will entertain the members of the Conference, and the sessions of this body will be held at the College Building. The Conference will hold one session on the forenoon of Friday, August 6, and a second session at 7 P.M. of the same day. If necessary, a third session can be held on Saturday, August 7.

The National Association of Boards of Pharmacy will hold its sessions on Friday and Saturday, August 6 and 7, and the joint session of the Boards, the Conference and the Section of Education and Legislation will probably be held on Saturday, August 7.

Members of the Association of Boards and of the Conference should take notice of the proposed change and make their headquarter reservations accordingly.

ONE good druggist in each town can obtain the agency for a complete line of natural flower odors of perfumes and high grade, profit-making toilet preparations.

Trade-bringing and revenue-producing advertising helps are furnished the dealer and the sales proposition is a guaranteed one.

If you want this agency for your town write today to the Donald-Richard Co., Iowa City, Iowa.

"IT'S the thing we haven't got that makes us unhappy," remarked the parlor philosopher.

"How about the toothache?" suggested the mere man.—*Judge.*

ELCAYA IN NEW STYLES.—Yielding to insistent demand, James C. Crane, of Elcaya fame, has consented to market Creme Elcaya in dollar jars and in tubes. The latter are entirely novel in design, having a flat bottom that permits the tube being stood up for display, and also it serves to help the customer roll the tube up easier as the contents are used. The container is undoubtedly one of the handsomest on the market and during the summer months the demand for these tubes should be very large.

But it is the dollar size jar that takes with the steady Elcaya customer. This size, which holds three times the quantity of the 50-cent jar, is round, and has a top similar to that of the old-fashioned ointment jars, held in place with an aluminum spring. There is no label and the beautiful white jar harmonizes to perfection with whatever else appears on the dresser. Taken altogether, the package is strikingly handsome and already has acquired a wide distribution and sale. Mr. Crane is making it easy for the trade by having orders filled through the jobbers.

Dealers appreciate what Mr. Crane has done in having the retail price upheld on Elcaya and will certainly welcome these new additions.

Cerat and Baume Elcaya are also marketed in similar containers.

AMERICAN CANS

Good containers are a necessity, not a convenience.

Indifferent containers are like inferior machinery—they may give satisfaction for a time, but appreciating possible fault or questionable service, it is a case of worry until the expected happens, bringing with it the probability of loss in prestige to say nothing of the pecuniary loss involved.

The best of cans coupled with prompt service is a necessity to the successful operation of every drug and specialty business.

AMERICAN CAN COMPANY,

Chicago NEW YORK San Francisco

Hamilton, Ont.

WITH OFFICES IN ALL LARGE CITIES.

ARE you contemplating entering a college of pharmacy this fall?

The thirtieth annual session of the Buffalo College of Pharmacy opens October 7. The two years' course secures the degree of Graduate in Pharmacy, while the degrees of Pharmaceutical Chemist or Analytical Chemist are granted upon the completion of three years' study. All courses include a large proportion of laboratory work.

Illustrated announcements describing the advantages of the school can be obtained by addressing Frank E. Lock, secretary, 34 High Street, Buffalo, N. Y.

JACK: I hear that you have quit the literary game.

Jill: Yes; I despaired of ever writing up to my publishers' printed estimates of my work.—*Life.*

THE KANSAS MEETING.—At the annual meeting of the Kansas Pharmaceutical Association, held at Wichita, the following officers were named: Walter J. Bangs of Madison was reëlected president; E. E. Bloom of Hutchinson was made first vice-president, and B. C. Culp of De Soto, second vice-president; D. von Riesen of Marysville was reëlected secretary, John Schmitter of Gypsum was reëlected treasurer, and L. E. Sayre of Lawrence succeeds himself as librarian. J. M. Brunt of Topeka was made assistant secretary.

The Kansas association has 646 members, 25 new names having been enrolled during the year.

"My dear doctor," said a lady, "I suffer a great deal with my eyes."

"Be patient, madam," he replied, "you would probably suffer a great deal more without them."—*Newark News.*

NO INERT "filler" is used to cheapen Blackman's Medicated Salt Brick. It is a mixture, in brick form, of dairy salt combined with sulphur for a blood purifier, copperas for worms and the bowels, saltpetre for the kidneys, and nux vomica for a tonic. The brick does not crumble nor break, but remains in one piece until consumed.

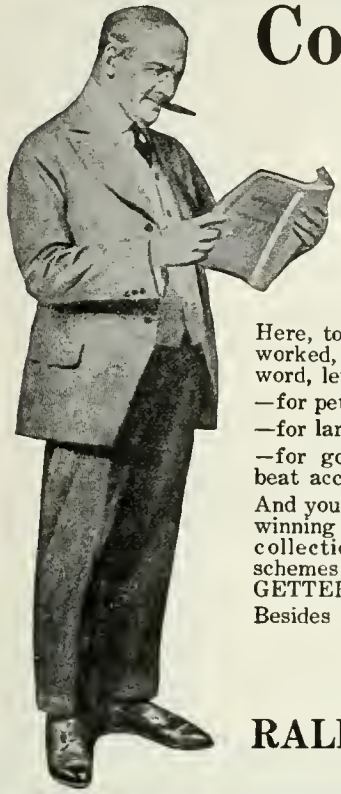
As a worm medicine and a stock tonic for horses, colts, mules, cattle, sheep and hogs it offers the alert druggist an exceptional opportunity to establish a growing business with his farmer customers.

Liberal advertising helps and personal letters sent to names on your mailing lists are among the ways used by the company to help make sales easier for you.

By turning to the ad of the Blackman Stock Remedy Co., Chattanooga, Tenn., appearing elsewhere in this issue, you can learn of the attractive prices offered on this popular 25-cent seller.

"I UNDERSTAND your husband lost his suit on a technicality, Mrs. Nurich."

"Pardon me, sir; I'll have you understand that my husband pays cash for his clothes."—*Buffalo Express.*



Collect all of your Debts

—*this book tells you "how"!*

Learn how the world's ablest, keenest collection men *get the money* from ALL debtors, from every kind of debtor—from slow-pays, from hard-ups, from dead-beats—without creating bad will—without heavy legal fees. Here is a book that lays it all before you—a book packed with plans, ideas and methods that *have actually collected the money.*

Here, too, are nearly 50 model letters that worked, letters you can use, word for word, letters for *every* kind of account.

—for petty accounts—for city accounts

—for large accounts—for outside accounts

—for good customer accounts—for dead-beat accounts.

And you are not only given these scores of winning letters, but are given 15 unusual collection methods, 15 unique, special schemes—that are wonderful RESULT GETTERS.

Besides this, you get pages of inside collection cunning—How to study, size up, classify debtors. How to handle the thoughtless, the mean, the stubborn debtor.

The COOPER COLLECTION SYSTEM will pay for itself many times over. It is SPECIALLY DEVISED FOR THE RETAIL DRUG TRADE, and contains the boiled down wisdom of many years successful collecting—written by an expert.

The price is now ONE DOLLAR ONLY. Hundreds of druggists will find one letter, one idea, one method worth twenty times the price and more.

ORDER NOW—the cost is such a trifle—the profit to you so great.
Pin a one dollar bill to your letter-head and mail to-day.

RALPH A. COOPER, Credit Department, The Pynefume Co.
MINNEAPOLIS, MINN., U. S. A.

THE new baby had proved itself the possessor of extraordinary lung power. One day baby's brother, little Johnny, said to his mother:

"Ma, little brother came from heaven, didn't he?"

"Yes, dear," answered the mother.

Johnny was silent for a minute, and then he went on:

"I say, ma."

"What is it, Johnny?"

"I don't blame the angels for slinging him out, do you?"—*Houston Post.*

WITH THE CHICAGO VETERANS.—Hugh Craig, editor of the *N. A. R. D. Journal,* has been elected to associate membership in the Chicago Veteran Druggists' Association. The same honor has been vouchsafed to Carl Abrams. Andrew Scherer is the new president of the veterans, and T. Schmidt the vice-president. On June 21 the C. V. D. A. assembled in extra session to commemorate the day made famous by Veteran Jamieson.

A JUDGE in remanding a criminal called him a scoundrel. The prisoner replied:

"Sir, I am not as big a scoundrel as your honor"—here the culprit stopped, but finally added—"takes me to be."

"Put your words closer together," said the judge.—*Puck.*

"FLUTED" SODA STRAWS exactly resemble the natural rye straw. They have the same golden gloss, the same fluted fibre.

Because of these facts and because "Fluted" straws are untouched by hand and sterilized by heat, the Coe Mfg. Co. says they are "the acme of perfection in drinking tubes."

To prove for yourself what they are like address the company at 35 B. Warren Street, New York City, and ask for a sample box.

"DOES your husband ever lie to you?"

"Never."

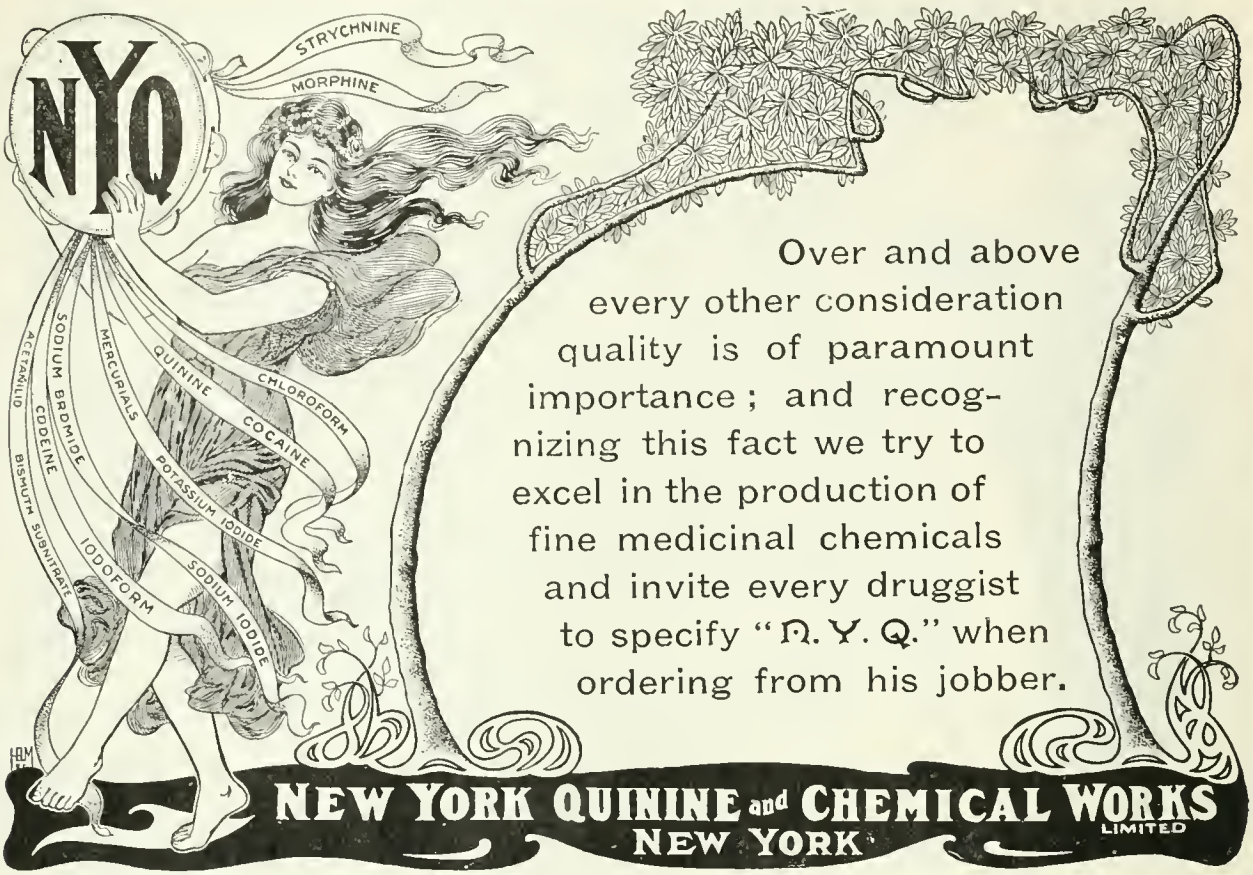
"How do you know?"

"He tells me that I do not look a day older than I did when he married me, and if he doesn't lie about that, I don't think he would about less important matters."—*Houston Post.*

WHEN you buy from the Helmet Chewing Gum Co., 42 Helmet Bldg., Cincinnati, Ohio, you buy at direct factory prices. Consequently your profits are larger.

Helmet gums are of excellent quality, attractively packed, and come in all sizes and flavors. The company will supply you with your own brand if you desire.

Your name on a post-card will bring an illustrated catalogue and price list.


N Y Q
STRYCHNINE
MORPHINE
SODIUM BROMIDE
MERCURIALS
QUININE
CHLOROFORM
COCAINE
ACETANILID
CODEINE
POTASSIUM IODIDE
BISMUTH SUBNITRATE
IODOFORM
SODIUM IODIDE
Over and above every other consideration quality is of paramount importance; and recognizing this fact we try to excel in the production of fine medicinal chemicals and invite every druggist to specify "N. Y. Q." when ordering from his jobber.
NEW YORK QUININE and CHEMICAL WORKS LIMITED
NEW YORK

VICTIM: "What has happened? Where am I?"

Doctor: "You have been seriously injured in a trolley accident. But cheer up—you will recover."

Victim: "How much."—*Topeka Journal.*

GOLD MEDAL AWARDED THE SWEEPER-VAC AT THE PANAMA-PACIFIC EXPOSITION.—The gold medal (the highest honor obtainable) has been awarded by the Panama-Pacific 1915 Exposition in San Francisco to the Sweeper-Vac, which is manufactured by the Pneuvac Company, of 59 Temple Place, Boston, Mass.

Many other vacuum sweepers were in competition for this prize, but the Sweeper-Vac, through its 3-in-1 combination, splendid mechanical construction, and efficiency, won this great honor.

This is the second time the Sweeper-Vac has received honors from this World's Exposition. The officials of the Exposition, before the fair opened, chose the Sweeper-Vac as the official vacuum sweeper for the Exposition's model kitchen, located in the Manufacturers' Building, where housekeepers from almost everywhere come daily to find out the best articles for use in modern households.

The Sweeper-Vac, from now on, will deserve special attention because this great International Exposition has thus definitely recognized its value in the field of modern sanitation.

Those people who are yet to visit the Exposition in San Francisco should make it a point to call at the exhibit of the Sweeper-Vac.

CORONER: We found nothing in the man's pockets, ma'am, except three buttons, one handkerchief, and a receipted bill.

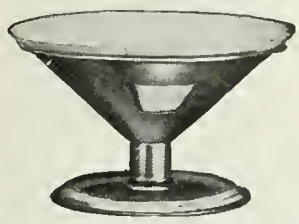
The Sobbing Inquirer: A receipted bill! Then 'tain't my husband.—*Tit-Bits.*

THE DRUGGISTS' PEROXIDE.—In the manufacture of this commodity the Mallinckrodt Chemical Works has always aimed to supply an exceptionally pure and reliable article, especially for the drug trade. It is so widely handled and distributed by the retail druggists of the United States that it has become known as "The Druggists' Peroxide." Cheaper brands have been offered on the market for distribution through department stores, but the druggists who have desired to give their patrons full value for their money have experienced much satisfaction in handling the M. C. W. brand.

All wholesale drug houses are in a position to supply their trade with M. C. W. Peroxide at prices that will enable them to meet any reasonable competition, and it should always be remembered that "the best is none too good in medicinal products."

"FATHER," said little Rollo, "what is appendicitis?"

"Appendicitis, my son," answered the deep-thinking father, "is something that enables a doctor to open up a man's anatomy and remove his entire bank account."—*Baltimore Sun.*



Vortex Sanitary Service

FOR HOT AND COLD DRINKS

Paraffin Paper Cups and Metal Holders

(Patented and Patents Pending.)

Vortex Paper Cups are made for Sodas and Sundaes in regulation sizes for use in Vortex Metal Holders only. They are paraffined on the outside only, sealed without glue, rendering them absolutely odorless and sanitary.

The Vortex System removes—

Sloppy conditions of fountain and tables.
Danger from chipped glass.
Loss in breakage of glassware.
Using of hot water.
The expense of washing.
25 per cent in the labor of serving.

Thousands of merchants are now using our service. Shall we send you their letters to prove it? Write for information.

If your jobber won't supply you, write us.

THE VORTEX MFG. CO., - CHICAGO.

"HEALTHY?" said the proud resident. "I should say this town is healthy. Why, there's only been one death here in ten years."

"Indeed!" replied the visitor. "And may I ask who it was that died?"

"Our doctor; he died of starvation."—*Royal Magazine.*

MR. SAMUEL A. FOOT, perhaps better known as "Sam" Foot, who has been manager of the sundries department of Lehn & Fink for the past seven or eight years, is now connected with the fancy goods department of McKesson & Robbins of New York City. "Sam" Foot, who has been in the druggists' sundries line for over twenty-five years, has a national reputation in this connection, and it is safe to predict a great success for him in his new position.

THE study of optics offers you a splendid opportunity to convert your spare time into real money. It offers exceptional opportunities to greatly increase your income.

Upon receipt of a request from you, mentioning the BULLETIN OF PHARMACY, the American Optical Company, 15 Wilton Avenue, Toronto, Canada, will send its special reduced-price offer and prospectus concerning its regular $25.00 home instruction course.

It requires only a small investment and the use of time that is now wasted.

ROSEMARY: Have you ever been impressed by the mystery of Mona Lisa's smile?

Thornton: No. She looks to me just like some woman who is doing her best to laugh at one of her husband's jokes.—*Judge.*

HANDING out sticky and slimy pasteboard or celluloid checks to soda patrons never increased any one's business.

But Lock-Stub Checks are business getters. They are clean and inviting.

More than that, the use of the Lock-Stub Check System prevents loss, whether from carelessness or dishonesty; it provides a sure and economical way for controlling soda fountain receipts.

Ask the Lock-Stub Check Co. for a booklet describing the complete system. Address Bush Terminal, Brooklyn, N. Y., or 22 Quincy Street, Chicago.

"IT must take a deal of care, I should imagine, to arrange a baseball schedule!"

"Yes; so many attractions conflict. Now, in Boston we have a lot of trouble avoiding dates on which there are symphony concerts."—*Puck.*

"POP, where are the man-hunting tribes to be found?"

"Principally in leap year, son."—*Madison Journal.*

A Satisfied Customer is the Druggist's Best Advertisement

The Marvel Whirling Spray Syringe

Gold Medal Awarded — Paris, 1902
By the Societe d'Hygiene of France

as the latest and best improvement in vaginal Syringes. Particular attention is called to the fact that by reason of its peculiar construction the Marvel Syringe dilates and flusbes the vagina with a volume of whirling spray, which smooths out the folds and permits the injection to come into contact with and cleansing the entire surface.

Fully Protected by Patents.

You can safely recommend it
Has no rival on the market, is well advertised, pays a good profit, quality guaranteed. The MARVEL is returnable for exchange if found defective and reported promptly.

THE MARVEL COMPANY

Sole Proprietors
44 East 23rd Street, - - - New York
BRANCH OFFICES:
Paris, France - - 42 Rue du Marche
London, England - 11 Queen Victoria Street
Sydney, N. S. W., Australia, 416-418 George Street
All Jobbers Sell It

UNIVERSITY OF ILLINOIS SCHOOL OF PHARMACY NOTES.—This school has graduated from its longer course the following students with the degree of Pharmaceutical Chemist: Carroll Edwin Bundy, Sheldon, Ill.; William N. Miller, Waterloo, Ia.; Joseph Pelc, Chicago, Ill.; and Edward Palmer Scruggs, Livingston, Ala.

Governor Edward F. Dunne has appointed on the Illinois Board of Pharmacy, W. J. Clancy of La Salle, the appointment being made for the five-year term beginning December 31, 1914. Mr. Clancy is a graduate of the Chicago College of Pharmacy, School of Pharmacy, of the University of Illinois, class of 1889, and is a well-known pharmacist with more than twenty-five years of retail drug experience.

It's like handing money to a competitor when a dealer neglects to make it easy for customers to trade with him, when he fails to set out his merchandise in proper array.

Catalogue No. 22, issued by the Quincy Show Case Works, Quincy, Illinois, tells all about the money making Quincy "Specials" which set off the goods displayed in them to the best advantage.

Quincy cases are designed by experts, men who know intimately the display requirements of the drug business. A Quincy catalogue on your desk will show you how it is possible to get money that is now going to some one else.

FIGG: "Wonder why people say 'as smart as a steel trap?' I never could see anything particularly intelligent in a steel trap."

Fogg: "A steel trap is called smart because it knows exactly the right time to shut up."—*Boston Transcript.*

FLUFF: What model is your car?
Ruff: Second mortgage.—*Life.*

BOTH attendance and correspondence courses are offered by the Northern Illinois College of Ophthalmology for the instruction of students who desire to become expert opticians.

The fitting of eye glasses by trained methods is fast becoming the source of lucrative incomes for many ambitious, intelligent men.

If you want to know what the profession of optometry holds out for you, write for a catalogue to Pres. G. W. McFatrich, M.D., Masonic Temple, Chicago, Ill.

ART EDITOR: "I'm afraid that your work is too comic for general illustrating."

Artist: "I suppose that means I will have to spend the rest of my life doing comic supplements."

Art Editor: "Not necessarily. You might design women's fashions."—*Life.*

LITHOGRAPHED CANS
Should be considered as a selling factor rather than an additional expense
We offer the above attractive line of National Rubber Packages as proof
that LITHOGRAPHED Cans arouse interest, and hold attention of
Consumer, PROMOTING SALES and discouraging substitution.
KEEP YOUR PRODUCT MOVING—USE LITHOGRAPHED CANS—
NATIONAL CAN COMPANY
Independent Manufacturers
DETROIT, MICH.

For summertime troubles—sunburn, dermatitis, poison ivy, insect bites, etc.—recommend Antiphlogistine.

Physicians say it is comforting, convenient, quick-healing and safe.

If your stock is low order from your jobber or write The Denver Chemical Mfg. Co., New York.

Annual Meeting of the Detroit Branch of the A. Ph. A.—The May meeting of the Detroit Branch of the American Pharmaceutical Association was held Friday evening, May 21, at the club rooms of the Wayne County Medical Society.

At this time the following men were elected to fill the various offices for the coming year:

Member of the council, W. A. Hall; president, W. L. Scoville; vice-president, O. W. Gorenflo; treasurer, C. F. Mann; chairman programme committee, H. B. Mason; and secretary, A. A. Wheeler.

E. R. Jones then read an interesting paper dealing with the principles involved in making greasy cold creams. Mr. Jones made a number of practical suggestions regarding the ingredients, perfumes, packages, etc., to be used in the manufacture of these preparations.

An instructive paper on prescription compounding was delivered at this meeting by A. A. Wheeler. Each prescription was written on a blackboard and a discussion of it followed. Specimens of some of the finished products were also displayed.

"Were you able to sell old Skinflint a grave?" asked the superintendent of the cemetery.

The agent shook his head.

"He was afraid he might not get the full value of it," he explained.

"But, hang it all, a man has got to die some time!" exclaimed the superintendent.

"That's what I told him, but he only answered. Suppose I should be lost at sea.'"—*Tit-Bits.*

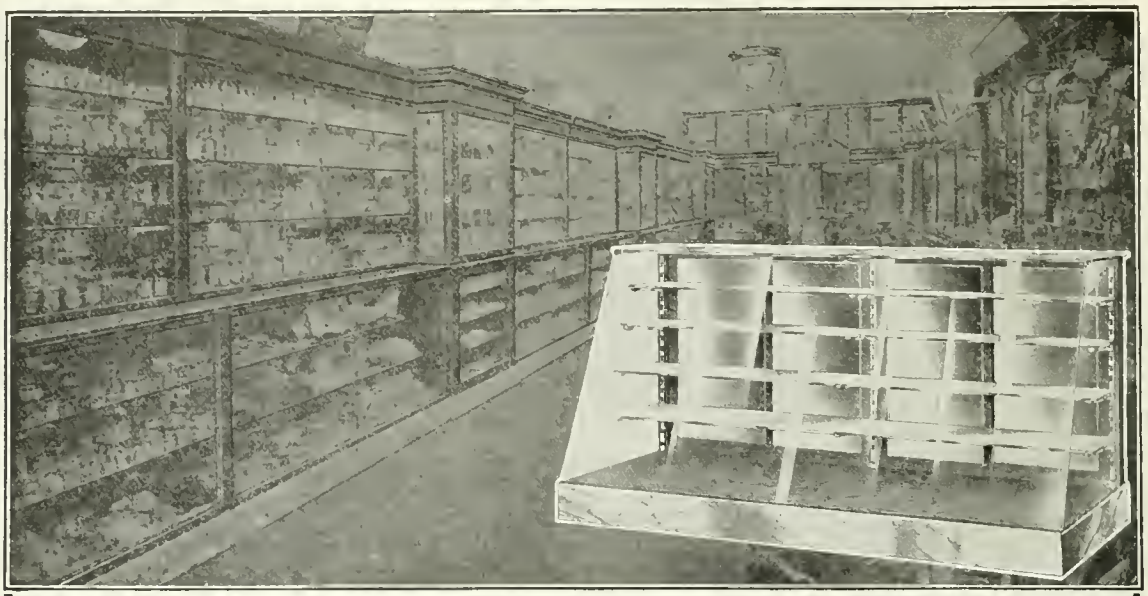
"How are the springs on this car?"

"Simply wonderful! You don't notice a child, and even when you run over a grown man, it's no discomfort at all!"—*Life.*

Ex-Lax Manufacturing Company Declares Dividend.—The board of directors of the Ex-Lax Manufacturing Co., 29-31 DeKalb Avenue, Brooklyn, N. Y., has declared on the common stock of the company a dividend of thirty-six per cent, payable in two equal semi-annual installments on July 12, 1915, and on January 12, 1916.

The usual eight-per-cent dividend has also been declared on the preferred stock.

Those of the stockholders who have changed their address since the payment of the last dividend are requested to advise the company of the change at once, as no dividend check will be mailed to stockholders whose correct address is not known to the company.



WILMARTH EQUIPMENT SPEEDS THE TURNOVER.

THE Wilmarth LINE
THE CASE WITH A CONSCIENCE

NEW YORK, 20 West 30th St.
CHICAGO, 233 W. Jackson Blvd.
CHICAGO, Fuller-Morrison Co.
BOSTON, 21 Columbia St.
PITTSBURGH, House Bldg.
MINNEAPOLIS, 27 N. Fourth St.
ST. LOUIS, 1118 Washington Ave.
DES MOINES, Shops Bldg.
SALT LAKE CITY, 257 S. Main St.

THIS CANDY CASE increased the druggist's confectionery sales over 100%

DRUG STORE EQUIPMENT from the single case to the store complete.

1520 JEFFERSON AVENUE, GRAND RAPIDS, MICH.

Made In Grand Rapids

"PAT was drowned yesterday."

"Couldn't he swim?"

"Yes, but he was a union man. He swam for eight hours and quit."—*Drug Topics.*

BY keeping in close touch with the distillers of wintergreen and sweet birch oils, W. J. Bush & Co., 100 William Street, New York City, obtains these articles in the pure condition.

All you have to do to be confident of the purity of the oils you buy is to specify "Bush" when ordering.

"BOBBY," said the lady in the tram-car, severely, "why don't you get up and give your seat to your father? Doesn't it pain you to see him reaching for the strap?"

"Not in a car," said Bobby. "Only at home."—*Tit-Bits.*

THE reputation, and consequently the sale, of your ice cream depends, to a great extent, upon the smoothness and palatability of the finished product.

Granules, the perfect stabilizer for ice cream, ices and whipped cream, helps make that reputation. It contains no bacteria or dust; it requires no soaking or heating.

Ask the Granules Mfg. Co., 402 West Thirty-first Street, New York City.

DENVER PHARMACISTS TO ENTERTAIN A. PH. A. MEMBERS EN ROUTE.—The Denver branch of the Association reports the following program of entertainment for members en route to San Francisco on the A. Ph. A. special train, which will leave Chicago at 11 P.M. July 29.

The train will be met on arrival in Denver at 7.20 A.M. Saturday, July 31, and the members escorted to the Albany Hotel, where breakfast will be served and a few addresses made.

The party will then proceed by trolley to the foothills of the Rockies; thence by automobile over a new and beautiful road to the summit of Lookout Mountain, when a stop of several hours will be made and a box lunch served.

Returning the party will reach Denver at 4.30 P.M. in time to do a little sightseeing or shopping before the special train leaves for Colorado Springs at 7.45 P.M.

Advices from Salt Lake City report that a joint committee of the Utah Pharmaceutical Association and Salt Lake Retail Druggists' Association has been appointed to arrange for the entertainment of visitors upon the arrival of the A. Ph. A. special train in their city, details of which will be announced later.

"How did you come out on the $3000 house you contracted for?"

"Came out in pretty fair shape. The contractor spent my $3000 and took the house for the difference."—*Louisville Courier-Journal.*

PREPARE FOR THE EXTRA DEMAND!

Mennen's Talcum will be advertised on the back covers of the following magazines during July and August:

Ladies' Home Journal—	in July—	read by	1,7444,46	women
Good Housekeeping	" "	" "	377,481	"
Delineator	" Aug.	" "	900,000	"
Designer	" "	" "	300,000	"
Woman's Magazine	" "	" "	200,000	"
Woman's Home Companion	" "	" "	390,734	"
Pictorial Review	" "	" "	923,349	"

and during the Summer months:

Butterick Fashions, Standard Fashions and New Ideas in Fashions—read by 500,000.
Total of women reached—5,836,010

The investment in these ten magazines for these two months alone represents an outlay of $35,000, and during each of these months we will advertise in 23 magazines in all. Think of the millions of women we will reach, every desirable woman customer. Think of the amount we are spending in order to help *you* reap a harvest.

Are you doing your share to capitalize on this " making profit for you " campaign? Do you just "keep" the Mennen line, or do you "sell" it?

And remember: The Mennen buyer is the satisfied, repeating buyer.

The House of Mennen

Newark, N. J.

POTATOES have 27 food units, baked beans 37 food units, and eggs 48 food units, while pure olive oil contains 264 food units.

This is one of the many interesting, enlightening and convincing arguments set forth in behalf of pure olive oil as a food in McIlvaine Brothers' booklet, "A Red Letter Talk on Olive Oil."

This booklet is mailed direct to housewives by McIlvaine Brothers to create business for those druggists who have the exclusive agency for McIlvaine's Finest Cream Lucca Olive Oil. It is only one part of the strong and convincing campaign which makes steady olive oil consumers and builds up a permanent and profitable business for the dealer fortunate enough to have this desirable agency.

McIlvaine Brothers now have a very attractive proposition to submit to good druggists in towns where they are not already represented. Read their advertisement in this issue and send for the full details of this desirable exclusive agency.

The firm of McIlvaine Brothers, Philadelphia, is one of the oldest in the drug business, having been established in 1844.

"JOHN," demanded the wife of her intoxicated spouse, "how did you get that gash on your forehead?"

"Guess I must 'a' bit myself."

"Bit yourself!"—scornfully. " How could you bite yourself 'way up there?"

"Guess I must 'a' stood on a chair."—*Everybody's.*

"IT were an accident, your wusship."

"An accident, you bullying cur? Do you dare to stand there and tell me that you can strike your wife with such force as to break a chair over her by accident?"

"Yus. I never meant to break the chair."—*Tit-Bits.*

THE Philadelphia College of Pharmacy offers a two-year course in pharmacy leading to the degree of graduate in pharmacy (Ph.G.), and also a three-year course leading to the degree of doctor of pharmacy (Phar.D.) for those who wish more advanced instruction.

The Philadelphia College has an excellent equipment. Its faculty is composed of men of international reputation. The courses of instruction are original and up to date.

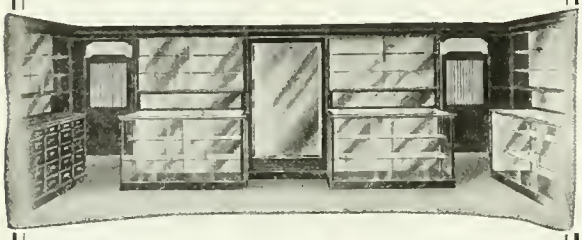
For a catalogue and fuller information, address Jacob S. Beetem, registrar, 145 North Tenth Street, Philadelphia, Penn.

A PRETTY young woman tripped up to the counter where a new clerk was assorting music and, in her sweetest tones, asked: "Have you 'Kissed Me in the Moonlight?'"

The clerk turned around, looked at her, and answered: "It must have been the man at the other counter. I've only been here a week."—*San Francisco Druggist.*

ATTRACTIVE DISPLAY

THE MOST ESSENTIAL POINT IN MODERN MERCHANDISING



We Manufacture Complete Store Equipment

WRITE FOR OUR CATALOGUE.

SAGINAW SHOW CASE CO., Ltd.

SAGINAW, MICH.

Eighth Dividend Declared.

To the Stockholders of the
Ex-Lax Mfg. Co.:

The Board of Directors bas this day declared on the Common Stock of the Ex-Lax Mfg. Co. a dividend of thirty-six per cent. (36%) payable in two equal semi-annual installments on July 12, 1915, and on January 12, 1916.

The usual eight per cent. (8%) dividend has also been declared on the Preferred Stock.

Those of our stockholders who have changed their address since the payment of the last dividend are requested to advise us of such change at once. No dividend checks will be mailed to stockholders whose correct address is not known to us.

Ex-Lax Manufacturing Co.

29-31 DeKalb Avenue, - Brooklyn, N. Y.

Chicago Office: 2245 Iowa Street
San Francisco Office: 1119 Fillmore Street

"FLICKER'S company sent him down into Mexico to take motion pictures of the President."

"And did he succeed?"

"Rather. He stayed a week and posed three of them."—*Life.*

SUMMER SALES can be stimulated greatly if you do some sound, sensible, seasonable advertising at this time.

For only one dollar a month the Manning Advertising Service, of St. Louis, will supply you with business-forcing copy for newspaper ads, booklets, circulars, folders, blotters, mailing cards, counter slips, circular letters, letters to physicians, signs, mail order ads., illustrated window displays and picture slide advertising.

The Manning Service goes to but one druggist in a locality, but because it is supplied to a large number of druggists in all parts of the country the low price of one dollar a month is possible.

By acting now, you get the exclusive use of the service for your locality. Just turn to the Manning ad, appearing elsewhere in this issue, and mail the coupon.

MANAGER: But how did a tomato raise such a bad lump on your head?

Actor: Well, you see, the one who threw it forgot to remove the can.—*Life.*

FOR months now enthusiastic fishermen, many of them customers of your store, have been planning their summer fishing trips.

Their attention has doubtless been caught by the extensive advertising campaign, reaching over eight million readers, which is being carried on by the manufacturers of the "Pflueger Bull Dog" brand of fishing tackle.

"Pflueger" tackle is widely known. Thirty-four years manufacturing experience is back of it.

The Enterprise Mfg. Co., Dept. 28, Akron, Ohio, will send to you, upon request, its 200-page catalogue of fishermen's supplies and prices and discounts on its nationally known, reliable line of "Pflueger" tackle. Dealers handling the line are supplied with copies of "Tips on Tackle" for free distribution to interested fishermen.

You can't afford to overlook this profitable sideline.

FRESHMAN: Why don't they wear watches with full dress?

Dormite: No one could get them both out at once. —*Columbia Jester.*

"BLINKS says that when he was young he was the architect of his own fortune."

"Didn't they have any building inspectors in those days?"—*Philadelphia Public Ledger.*

THE SANITARY "DUMORE"

The Electrically Driven Drink Mixer.

The Dumore
advertises your store.

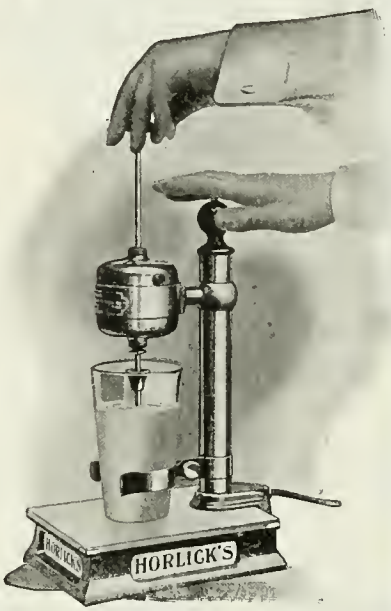
The Dumore
attracts your customers. There are no springs to rust or weaken. There can be no shocks, every part being thoroughly insulated; standardized and interchangeable. It is started or stopped at any point, and the mixing rod and agitator can be detached instantly.

The Dumore
has few parts and they will not get out of order.

The Dumore
is fully guaranteed.

Its base is illuminated.

AN OBJECT LESSON IN SPEEDY AND CLEANLY MIXING.



Wisconsin Electric Co., Racine, Wisconsin.

"Don't you think every girl ought to be able to cook?"

"I think every girl ought to be able to talk intelligently on the subject, anyhow," said the society lady addressed.—*Louisville Courier-Journal.*

Good containers are more than a convenience; they are a necessity.

It is only by the use of the best cans that the druggist or specialty manufacturer is enabled to give the best service and to maintain his prestige as the distributor of a reliable product.

The right kind of cans for your needs are manufactured by the American Can Company of New York, Chicago and San Francisco. Ask the company for information.

Unobserved and unannounced, the president of a church society entered the composing room of a newspaper just in time to hear these words issue from the mouth of the boss printer:

"Billy, go to the devil and tell him to finish that 'murder' he began this morning. Then 'kill' William J. Bryan's Youngest Grandchild, and dump the 'Sweet Angel of Mercy' into the hell-box. Then make up that 'Naughty Parisian Actress' and lock up 'The Lady in Her Boudoir'."

Horrified, the good woman fled, and now her children wonder why they are not allowed to play with the printer's youngsters.—*Philadelphia Public Leader.*

Day ointment mills—for hand or power—lessen labor materially and produce ointments of superior smoothness.

Ask the J. H. Day Co., Cincinnati, Ohio, for prices and particulars concerning the one, two and four quart sizes.

A Boston school-teacher had read Whittier's "Maud Muller" to her pupils, and at the close of her reading spoke of the sorrowful significance of the words "It might have been." She asked the boys and girls if they could think of any four sadder words. One alert youngster of a dozen years held up his hand and said:

"I know two sadder words."

"What are they?" asked the teacher.

"'Please remit.'"—*Evening Post Magazine.*

Fly-specked mirrors in summer-time are a nuisance; they detract from the appearance of the store and repel customers.

Contained in the book "350 Dollar Ideas For Druggists" is a method for frosting mirrors that gives the store an inviting appearance and attracts particular people.

The 349 other ideas are equally valuable. They consist of practical, money-making ideas and schemes that are of value to every druggist who is looking for ways to build up his business.

E. G. Swift, P. O. Box 484, Detroit, Mich., will send you the book for $1.00, post-paid.

Nearly Every

DRUGGIST

has

LOST

A large portion of his Olive Oil trade.

This is to show him how to get it back, if he is the lucky one to secure the agency in his locality for

McIlvaine's Finest Cream Lucca Olive Oil

For thirty-five years we have been importing from the famous Lucca district the highest grade Olive Oil that comes to this market. It is imported in glass and tin *only*.

McILVAINE'S FINEST CREAM LUCCA OLIVE OIL is well known and appreciated by connoisseurs.

We want to extend its sale. We have an interesting *exclusive agency* proposition backed by high-class advertising.

For particulars, fill out coupon below, attach to your letter-head and mail to us.

McILVAINE BROTHERS

Drug Importers and Millers

1500 Hamilton St., PHILADELPHIA

Please send particulars about the agency for

McILVAINE'S FINEST CREAM LUCCA OLIVE OIL.

NAME _____

STREET _____

CITY _____ STATE _____

B3

APPROPRIATE TOPS for tooth powder bottles and talcum powder cans—the tops that make the products easier to sell—are manufactured by the Consolidated Fruit Jar Company, of New Brunswick, New Jersey.

This concern also supplies aluminum collapsible drinking cups, plain and decorated collapsible tubes, cast metal sprinkler tops, soda holders and all kinds of sheet metal goods.

If you are interested in any of these products write for prices.

THE HEADQUARTERS OF THE SAN FRANCISCO MEETING OF THE A. PH. A.—The local committee of the American Pharmaceutical Association has secured the Bellevue Hotel located at Geary and Taylor Streets, San Francisco, as the headquarters of the American Pharmaceutical Association. The hotel is in a quiet place, yet within three blocks of the very heart of the business section of San Francisco and within from one to three blocks of the hotel center. The Geary Street car, passing the hotel, runs direct to the main entrance of the Exposition grounds.

A special rate has been secured for the members, families and friends, which covers the following service:

Room with private bath at either the Bellevue Hotel or one of the first-class hotels in the immediate vicinity, to be occupied by two persons, from August 9 to August 14 inclusive.

Transportation by auto or taxi for each person, on arrival, from the depot to the hotel, and a like service on departure.

Transfer of baggage to and from the hotel.

Six tickets of admission to the Exposition grounds to each person, such tickets good for admission any time on or before December 1, 1915, and may be used by any person. Those not used will be redeemed.

For the individual service mentioned here, a special price of $25 is made for each adult person, payable as follows:

Ten dollars on making the reservation, and the remainder, $15, to the committee after arrival.

An attempt will be made to secure special rates for those who may desire to remain for a longer period. It will manifestly be desirable to know at the time of making the reservation whether or not it is desired to stay longer than the period of the convention.

Application for reservation may be made either to the Exposition Tour Service Company, 155 Sutter Street, San Francisco, or to Albert Schneider, local secretary, 723 Pacific Building, San Francisco.

"D. & O." essential oils are carried in stock by all wholesalers.

When ordered in original packages of one ounce and upward, they bear the label and guaranty seal of the Dodge & Olcott Co., New York.

"FATHER," said he, "what is untold wealth?"

"The property you keep from the income tax list, my son."—*Harper's Magazine.*

"Every one in our family is some kind of animal," said Jimmie to the amazed preacher.

"Why, you shouldn't say that!" the good man exclaimed.

"Well," said Jimmie, "mother's a dear, the baby is mother's little lamb, I'm the kid, and dad's the goat."—*Ladies' Home Journal.*

The 7-Point Mystery.—Here is a reproduction of "Old Seven—the Baffler," the central figure in what is said to be the biggest advertising campaign ever operated in the introduction of a chewing gum.

The Sterling Gum Company, of Long Island City, Greater New York, is advertising "Sterling, the 7-point gum," in the newspapers of over 400 advertising centers throughout the country, and is reinforcing this advertising with big 24-sheet posters and by means of window strips for use by the dealer. Extensive national magazine advertising is to begin about August 15.

The Sterling Company claims seven points of excellence for its product. Point 1 is "crowded with flavor;" point 2 is "velvety body—no grit;" point 3 is "crumble-proof;" point 4 is "Sterling purity;" point 5 is "from a daylight factory;" point 6 is "untouched by hands."

Point seven, for the present, remains unannounced, and by working upon the curiosity of the public, through the constantly reiterated advertising of "the 7-point mystery," the Sterling Company is creating a large demand for its product. Suitable rewards for the discovery of the seventh point of excellence are to be offered later.

If you want to get the benefit of this extensive campaign order a supply from your jobber to-day, display it on your counter, and use the window strips that let the public know you have it.

"Old Seven—the Baffler" will do the rest.

A young lady was visiting her New York cousin, and was being entertained gaily at dinner at one of the restaurants. She had taken a cocktail with the rest of the party, and a little later her relative noticed that she was sitting rather limply back in her chair.

"Why, Marion!" she exclaimed. "Do you feel that cocktail?"

"Yes, Cousin Emma," she replied, languidly. "I *feel* it, but it doesn't annoy me."—*Northern Baptist.*

No. 5 MEDICAL OLIVER

This Beautiful Oliver on Free Trial.

$4 a Month if You Keep It

Simply send us the coupon below and we will place in your home or office this beautiful modern typewriter, the Medical Oliver No. 5. Examine it, test it, use it a few days. Try this No. 5 Oliver free, before you pay us a cent. If you decide to keep it, take a year to pay. Remit as low as $4 per month. If you decide not to keep it, send it back at our expense.

Now $56 Instead of $100

The catalog price of the No. 5 Medical Oliver is $100.00. Yet we save you, because of our simple way of selling, $44.00!

We get these Olivers fresh from the factory in large quantities. Then we have cut the selling cost tremendously. We have no salesmen, no commissions, no branch houses. All this extra saving is yours.

Prints Medical Symbols

This beautiful No. 5 Oliver specially built for Druggists and Doctors prints the Medical Symbols so necessary in prescriptions. Has special paper fingers for printing labels. It has visible writing; U-shaped type bar; built-in tabulator, back spacer, marginal release, ruling device, universal keyboard with six extra characters. Each machine full standard size, complete with every accessory.

Judge this Oliver yourself. Remember, we let you try it free. Send the coupon for it. Send it now, else you may forget it.

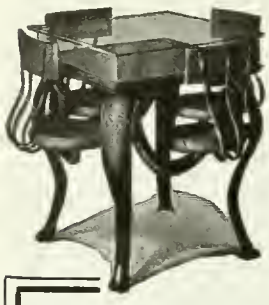
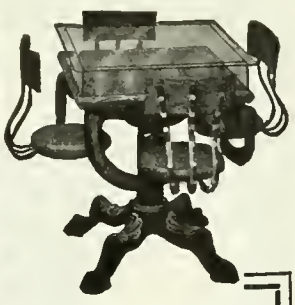
TYPEWRITERS DISTRIBUTING SYNDICATE

1510-37E Wabash Ave., Chicago.

Typewriters Distributing Syndicate. Date.....
1510—37E Wabash Ave., Chicago.
Gentlemen: Ship me a Medical Oliver No. 5 for examination. If satisfactory, I agree to remit $4.00 after five days from date I receive the machine, as full payment for one month's rental, and $4.00 each month thereafter as rental for the use of the typewriter. When I have paid you $56 in this manner the typewriter is to become mine. Until then the title to remain in you. Otherwise I will return typewriter to you at your expense. (291)

Name.....

Address.....

Still Time This Year

ON account of the backward season you can still install Yesbera Display Top Soda Tables to advantage. They will not only be highly profitable during the Summer, but will pull business as display cases all the rest of the year. If you really need these cases do not "put it off till next year" just because you may think you are a month or so late in getting them. We will do our part in giving you prompt shipments, and will guarantee satisfaction. Send for this booklet: "How to Make Your Soda Tables Sell as Many Sundries as an Extra Clerk."

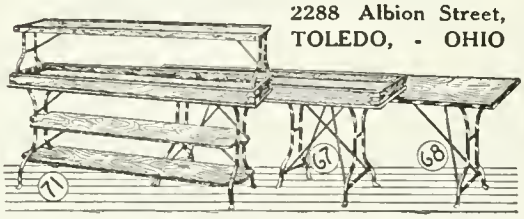
YESBERA
TOLEDO

For "Emergency" Sales.

IN proportion to their cost aisle tables produce more net profits than, perhaps, any other piece of store furniture. They are aggressive sales makers—getting right out in the crowd and forcing attention to their wares. They are easy to handle, and are low priced. Made in oak, or any standard finish. The metal parts are highly finished, and the feet have rubber foot rests. They are made in many styles and sizes, with several types of removable compartments. Nearly every drug store needs, and can ord to have, one or more of these aisle tab Let us send you full particulars and prices.

The Yesbera Mfg. Co.

2288 Albion Street,
TOLEDO, - OHIO



"I SEE blonds will be the style this year," remarked the idle rich man.

"Is that so?" responded his brunet wife, with a well-bred yawn. "In that case, do you wish me to be one, or would you prefer a divorce?"—*Kansas City Journal.*

THE suffrage orator stood upon her platform and looked over the sea of faces.

"Where would man be to-day were it not for woman?" she inquired.

"In the Garden of Eden," answered a male voice from the rear."—*Fun.*

IF you are a manufacturer, sales manager, executive, advertiser, advertising manager, editor or publisher it will prove of daily benefit in your business if you attend the tenth annual convention of the Federation of Trade Press Associations which meets in Philadelphia, Sept. 7-8-9, 1915.

At this convention you will discover a keynote of coöperation in the interest of higher ethics, greater efficiency, bigger growth. The reports, speeches and discussions will all pulsate with a big purpose that leads toward the development of bigger men as well as bigger business.

The Federation of Trade Press Associations comprises 250 leading trade and technical journals and exists for the purpose of developing and encouraging higher and still higher ethical standards in publishing, advertising and general business practice.

For particulars of the convention write to Bartley J. Doyle, 512 Race Street, Philadelphia.

"I RECKON," said Farmer Corntossel, "as how mebbe barbed wire ought to be counted as one of the most useful inventions of the age."

"For what reason?"

"When there's a lot o' work to be done barbed wire makes it impossible to sit on the fence and look on."—*Pittsburgh Chronicle.*

"She hesitated a long while. I wonder how she finally came to decide to take the matrimonial plunge?"

"I think her younger sisters pushed her off the dock."—*Louisville Courier-Journal.*

THE Hoffmann-LaRoche Chemical Works, of New York, announces that "Roche" specialties are now available at the same prices that were in effect before the start of the European war.

Included in the "Roche" products are Digalen, Pantopon, Sedobrol, Thiocol and Larosan.

"IS IT uncomfortable to have your eyes swollen that way?"

"No. It isn't so much trouble to close them."—*Pennsylvania State Froth.*

"Prisoner, have you anything to say?"

"Only this, your honor. I'd be mighty sorry if th' young lawyer you assigned to me was ever called upon to defend an innocent man."—*Cleveland Plain-Dealer.*

Mother: "What kind of a show did papa take you to see while you were in the city?"

Bobbie: "It was a dandy show, mama, with ladies dressed in stockings clear up to their necks."—*Puck.*

Upwards of 100 toilet and remedial specialties, nationally advertised and sold under a guarantee of absolute satisfaction are contained in the San-Tox line manufactured by the De Pree Chemical Company, of Chicago, Ill.

San-Tox preparations are sold under an exclusive agency proposition. The company stands back of the line and coöperates with the dealer in every feasible way to increase the sale of the goods.

By securing the San-Tox agency for your store you not only open up the way for additional sales, but you also make it possible to secure greatly-augmented profits from the volume of sales you already have. The line consists for the most part of preparations selling for 25, 50 cents and $1.00 and costing but $1, $2, and $4 per dozen. That means doubled profits on the volume of business already established.

Right now is the time to write the company asking for full particulars of what the San-Tox agency will mean to you.

A young man who last June received his diploma has been looking around successively for a position, for employment, and for a job. Entering an office, he asked to see the manager, and while waiting he said to the office boy:

"Do you suppose there is any opening here for a college graduate?"

"Well, dere will be," was the reply, "if de boss don't raise me salary to t'ree dollars a week by termorrer night."—*Christian Register.*

"Every time I read Shakespeare I discover some idea which hadn't struck me before."

"Yes," replied the man who yawns, "but isn't it pretty much the same way with an insurance policy?"—*Washington Star.*

Are you losing sales to catalogue houses, soap clubs, department stores or to your competitors?

Are slow sellers, odds and ends, old accounts or slow business eating up your profits?

If any of these causes are preventing you from getting the proper returns from your business. Brenard's new trade extension campaign will help you.

A postal card addressed to the Brenard Mfg. Co., Iowa City, Iowa, brings an explanation of the company's new business-building, sales-making plan that is proving invaluable wherever it is tried out.

Mail a card to-day.

SOFT GELATIN CAPSULES

CAN BE BOUGHT CHEAPER FROM US THAN ANY OTHER FIRM

BECAUSE

We distill most of our oils.
We sell at Cash Prices.
No advance since the war started, although ingredients have advanced.

For Instance—	Express Prepaid.
1000 No. 1¼'s Apiol Comp.	$ 6 75
1000 No. 1½'s Apiol and Ergotin	8 25
1000 No. 36's Methylene Blue	6 00
1000 No. 42's Salol Compound	7 50
1000 No. 43's Salol and Santal	12 00
1000 No. 45's Santalwood E. I. 10 min	12 00
1 gross Ricinol-Grape (6 capsules to a box) (You make 100%)	7 20
1 dozen Olive Oil Grape (24 capsules to box) (These two Nationally advertised)	2 00
Ricinol-Grape Tapeworm Remedy advertised in the twelve leading Medical Journals. Every druggist should order one box at least.	
Malefern, Kamala and Ricinol-Grape, 9 light and 9 dark—in all 18 capsules	60c net

Less 5% for payment within 5 days after you receive the products and are satisfied that they are as fine as we claim them to be.

Or 10% discount if check accompanies the order.

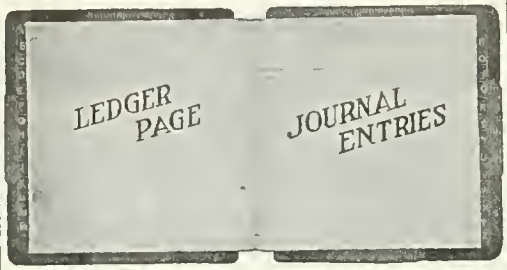
Write for full price-list. We will also cheerfully furnish "cash price" quotations on all special formula work in the line of Soft Capsules, Bougies, Suppositories, and Gelatin Tubes; the latter is made exclusively by us.

GRAPE CAPSULE COMPANY

108 FULTON STREET, NEW YORK

For prompt service correspond direct with Laboratory at Allentown, Pa.

Combined Ledger-
DUPLICATING
Statement System



A practical method of keeping books, eliminating all waste energy. By the use of this system you can render your customer an itemized statement of his account instantly.

Do not confound this modern method with the so-called cabinet systems. It is a loose-leaf book, handsomely bound, permitting you to carry, not only your sales accounts but also your general and purchase accounts under the same cover.

The System Complete Sells For

$18.75

Write us now for catalogue K, Explanation and Forms.

The Richmond & Backus Company
DETROIT - MICHIGAN

ESTABLISHED 1842

"He is noted for his moral courage."

"Dear me! Is he as unpopular as all that?"—*Life.*

Randall: "Delaney is very gloomy—says he doesn't care how soon he dies."

Rogers: Then he ought to consult a specialist.—*Life.*

An Irishman seeing for the first time, an automobile pass at high speed, walked out into the road to investigate just as a motor cycle whizzed by. "Who'd a thought that thing had a colt," he exclaimed.

There's real profit in it for the druggist who pushes Le Economy elastic hosiery. Le Economy elastic hosiery is made in all sizes and qualities. It is knitted to a form, thus eliminating all uncomfortable seams. Its many advantages and exclusive features make it an easy-to-sell, profitable side-line.

The Lee Tire and Rubber Co., Conshohocken, Pa., will explain the proposition in detail. Write for it.

She: "I saw the doctor to-day about my loss of memory."

He: "What did he do?"

She: "Made me pay in advance."—*London Mail.*

The coal merchant, it was mentioned, has accumulated a fortune.

"No wonder," said one of the company, "look how long he's been lying in weight for it."—*Royal Magazine.*

He: "You only kiss me now when you want money."

She: "Good gracious, John, isn't that often enough?"—*London Mail.*

National Bath Powder makes hard water soft. It imparts an exquisite, refreshing odor to the bath and surrounding atmosphere. It appeals particularly to the most discriminating trade.

National Bath Powder is a big seller, is packed in an attractive container and retails for a popular price—25 cents.

For prices to the trade address the National Bath Powder Co., Fort Smith, Arkansas.

"Pa, what is a stock exchange?"

"A place, my son, where an outsider is apt to exchange a stock of money for a stock of experience."—*New York Mail.*

Wife: "Why did you tell the Batsons that you married me because I was such a good cook, when you know I can't even boil a potato."

Hubby: "I had to make some excuse, my dear, and I didn't know what else to say.—*London Opinion.*

HOAX: "Henpecker's wife keeps him pretty well tied up."

JOAX: "Yes; every time he gets loose he gets tight."—*Detroit Journal.*

"A RELATIVE of mine that I never saw before came to the house last night."

"Never saw before, eh? What's his name?"

"He hasn't got any yet, but we intend to christen him William."—*Boston Transcript.*

OF interest to you!

The advertisement of the AutoStrop Safety Razor Company, 345 Fifth Avenue, New York, which appears on another page of this issue.

It tells about a new plan, of interest to retail druggists and their clerks, for stimulating the sale of AutoStrop razors.

Contained in the ad. are a number of illustrations showing some of the many valuable gifts offered to druggists and clerks in recognition of their friendly services in selling AutoStrop razors. The plan is not a profit-sharing one, it is not a cheap premium proposition, it does not involve the tiresome task of hoarding certificates or accumulating coupons. The plan is a simple method whereby the retail salesman reaps increasing benefit from every AutoStrop set sold at full retail price.

Hunt up and mail the coupon attached to the ad. It will bring you complete details of the new plan that stimulates the sale of AutoStrops and secures for you and your clerks the choice of many valuable and useful gifts.

"MY boy," said the successful merchant, "never let your capital lie idle. Remember that money talks, but it doesn't talk in its sleep."—*Boston Post.*

MAZIE: "Artie, where are we going on our honeymoon?"

Artie: "Around the world, darling. They're going to give it in seven reels at the corner picture show."—*New York Globe.*

IN nine weeks' time in an Ohio town of less than 2600 inhabitants a dealer recently sold $750 worth of goods as the result of a display of Eveready flashlights, batteries, and lamp bulbs.

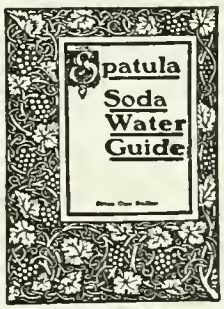
Eveready flashlights are quick sellers, because they are useful to everybody. They are being advertised in a big way in 58 national magazines. The profits from their sales increase every year, because for every Eveready flashlight sold the druggist sells an average of four Eveready tungsten batteries and two Eveready mazda lamp bulbs each year.

To find out all about them hunt up the ad. of the American Ever Ready Works, Long Island City, New York, on another page of this issue, and mail the coupon attached.

THERE ARE
NO FLIES on
HYGEIA SIPPERS
—and you Mr. Soda Fountain Proprietor can in this way—this sanitary way—show your patrons that it is possible to serve a good pure, wholesome drink with clean, untouched and uncontaminated straws.
This is the hygienic individual straw service, adopted by progressive merchants and in use at leading Soda Fountains everywhere.
Can you afford to be without them
?
NATURAL or ARTIFICIAL STRAWS
two in a sealed paper tube
YOUR NAME ON THE CONTAINERS A SPECIAL FEATURE
At your Jobber or write direct to
THE HYGEIA ANTISEPTIC TOOTHPICK CO.
53 Seventh Ave., New York

Scarf Pins with Moving Eyes

Just the thing for clerks and bosses in drug stores as they represent the emblem of poison as used in pharmacies. This particular pin was designed especially for our subscribers. It is made in both dark German silver finish and in gold plate. Take your choice. They are so made that the eyes inside the skull oscillate with every movement and show the fire of the stones. They are wonderfully interesting and fascinating and are sure to please both the wearer and his friends. The price for one is 50c. State which kind you want. To any one who will send us $1.00 (Foreign 5/6) for a new subscription *and will ask for it*, we will send one of these pins with our compliments.



THE SPATULA SODA-WATER GUIDE for many years has been recognized as the most exhaustive, most practical, and in every way the best book of the kind on the market. Entirely rewritten, brought thoroughly up to date (1915). Its author, Mr. E. F. White, is recognized as the most accomplished soda-water expert in the world, and in his book are thousands of suggestions and formulas that are to be found nowhere else. 160 large double-column pages, 10½x8, bound in an attractive cover. Post-paid, $1.00 (Foreign 4s.); with SPATULA 1 year, $1.50 (Foreign 8s.).

300 READY-TO-USE ADS. FOR DRUGGISTS, by Chas. L., Archbold and other experts. Something for every department and every season. Nearly all have each an appropriate illustration which may be used or not as desired. So arranged they may be cut out as needed and sent to your local paper, or to your printer as copy for counter slips. Price, post-paid, $1.00 (Foreign 4s.); with THE SPATULA 1 year, $1.50 (Foreign 8s.).

1,000 WAYS AND SCHEMES TO ATTRACT TRADE.—This book is the result of over five years of observation and labor and describes more than a thousand ideas that druggists and other tradesmen have successfully put into practice to increase their sales. Many of them have transformed losing businesses into profitable ones. Almost any one of them will bring you larger business and give you a bigger income. 208 pages 9½ x 7 and 120 illustrations. Printed on the best of white paper and bound in a handsomely ornamented cover. Price, post-paid, $1.00 (Foreign 4s.); with THE SPATULA 1 year, $1.50 (Foreign 8s.).

TOILET PREPARATIONS.—A treatise on the manufacture of Casein Massage Creams, Complexion Creams, Cold Creams, and Face Creams; Powders, Toilet Lotions, Camphor Ices, Bath Tablets, and other similar preparations, including hundreds of the latest and best formulas. Compiled and edited by L. W. Marshall. Price, post-paid, 50 cents (Foreign 2s.); with THE SPATULA 1 year, $1.25 (Foreign 6s.).

ONE THOUSAND FORMULAS.—A compilation giving the practical working druggist full information about the making of one thousand of the most common and salable preparations, by L. W. Marshall. Price, 75 cents (Foreign 3s.); with THE SPATULA 1 year, $1.35 (Foreign 7s.).

HOW TO MAKE SHOW CARDS.—A practical treatise on the fundamental principles of artistic lettering with pen and brush for the use of retail merchants and their clerks, by Charles A. Miller. Fully illustrated with diagrams, alphabets, sample signs, etc. Heavy coated paper. The handsomest and most useful book on the subject published. 120 pages. Price $1.00 (Foreign 4s.); with THE SPATULA 1 year, $1.50 (Foreign 8s.).

☞ *Send a 2-cent stamp for Spatula Soda Girl in colors on cardboard, sample copy of Spatula and catalogue of books.*

THE SPATULA, 2 Sudbury Building, BOSTON.

THE gallant captain was showing the fair maid over his ship.

"This," he explained, "is called the quarter deck."

"Indeed!" rejoined the sweet girl graduate. "And where is the 50-cent deck?"—*Indianapolis Star.*

"WHAT is the meaning of the word 'laity?'" Buck Kilby asked yesterday "Well," said Eph Wiley, "the laity comprises those who take the medicine and those who undergo the operations."—*Topeka Capital.*

A NEW WALRUS OUTFIT.—The Walrus Manufacturing Company announces that in addition to its present comprehensive line of soda fountains and store fixtures it is offering a very high-grade mahoganized drug-fixture outfit.

The new outfit is offered at a low price on most liberal terms, and embodies many special features in material, construction, design, arrangement, and finish.

The fixtures are sectional and will be sold in separate units or complete outfits. When assembled, the completed outfit loses all semblance of sectional construction and makes a drug-store equipment up to the minute in every particular.

Purchasers of these fixtures will have the advantage of low price, brought about by large quantity production. Time payments are made possible by the company's adequate working capital.

Illustrations and full particulars can be secured from the Walrus Company, at Decatur, Illinois, or from any of the company's representatives located in all principal cities.

CHOLLY: "I overheard you remark, Miss Pepprey, that Gus Sappy and I were great chums, but I assuah you you were mistaken——"

Miss Pepprey: "Oh, no; it was you who was mistaken. I said, 'great chumps.'"—*Philadelphia Press.*

"MY wife," he proudly said, "has made me what I am."

"That's the way with a man," replied Mrs. Strongmind. "Always blaming it on the woman."—*Chicago Record-Herald.*

"POP, how do the people in the Weather Bureau find out what kind of weather we're gong to have?"

"They don't, son."—*Philodelphia Public Ledger.*

A YOUNG WOMAN in the journalism class at K. U. was asked how she would go about it to get the news of a fire in a distant part of town, late at night, after the street-cars had stopped running.

"Well," she replied, "I suppose I'd have to call a taxi and go to the thing, but personally I don't think any editor who is a gentleman would make a girl go to a fire at such a time in the night."—*Kansas City Star.*

FAIR CUSTOMER: "Is this color fast and really genuine?"

Gallant Shop Assistant: "As genuine as the roses on your cheeks, madam."

Fair Customer: "H'm! Er—show me something else!"—*Punch.*

"Now own up, my man. Didn't you invent that tale of woe?"

"No, sir; I got it from a friend who has gone out of the begging business."—*Louisville Courier-Journal.*

MRS. A.: "Does my daughter's piano practice annoy you?"

Neighbor: "Oh, not at all. But tell me, what does she wear—mittens or boxing-gloves?"—*Life.*

READY-SELLING FRENCH IVORY TOILET ARTICLES.—Popular-selling assortments of French Ivory toilet articles and novelties, intended especially for drug store sale and ranging in price from $30 to $200 for each assortment, are offered by the Inlaid Company, of Providence, R. I.

The assortments are so arranged that each one gives the variety of display essential for effective merchandising. The items included are those that are used constantly on dressers and are always in demand. The articles are salable at all times, and the advertising carried in popular magazines by the Inlaid Company helps to make their disposal an easy matter.

The Inlaid line consists of brushes, combs, mirrors, manicure sets, clocks, trays, frames, cushions, jewel boxes, hair receivers, etc. The various items are furnished in white ivory, pink, blue or royal purple, as desired. Fancy frames, clocks, etc., can be obtained inlaid in different colors, such as gilt, silver, blue, pink, lavender, and solid gold.

If you are looking for a quick-selling popular side line send to the company to-day and ask for a complete catalogue and illustrations of the various assortments offered.

THE company marched so poorly and went through their drill so badly that the captain, who was of a somewhat excitable nature, shouted indignantly at the soldiers:

"You knock-kneed, big-footed idiots, you are not worthy of being drilled by a captain. What you want is a rhinoceros to drill you, you wretched lot of donkeys"

Then, sheathing his sword indignantly, he added: "Now, lieutenant, you take charge of them!"—*Tit-Bits.*

"YOUNG MAN," said the irate old gentleman at the lunch counter to the hard-looking youth who was inhaling his soup with a gurgling sound, "what are you? A Colorado geyser?"

"Naw," replied the soup juggler, "I'm a New Haven guy, sir."—*Harvard Lampoon.*

Get YOUR Hand On These Two Books

They are sent free to any druggist upon request. They tell you what you certainly must want to know—how to get better looking, better labels at a 25 to 40 per cent. saving, and how to keep all your labels always within hand's reach. They tell you all about the label system now used by nearly 11,000 druggists, the

McCourt Label System

The only system that includes a highly specialized cabinet (different sizes and finishes for different requirements) keeping all the different labels separated and classified.

To get any label, you simply reach up to marked place in the cabinet, pull out the label—and it's *cut* off clean and true.

If you question the superior quality of the McCourt Roll Labels—

Send 15c in stamps (to cover postage and handling) with your business card or shop label and we will send you 500 shop labels in roll form—printed in two colors with your name, etc. They will be perforated and enclosed in a cardboard case.

Don't put it off—write us to-day. We will also tell you about our special pill and powder box service for McCourt customers.

McCourt Label Cabinet Co.

47 Bennet Street, Bradford, Pa.

JUST LAUNCHED

Three New Abbott Products

BOROTHYME A Non-Alcoholic, Non-Poisonous Antiseptic for maintaining Oral Hygiene. This is a winner! Try it yourself.
Per dozen bottles, $4.00; per bottle, 40c.

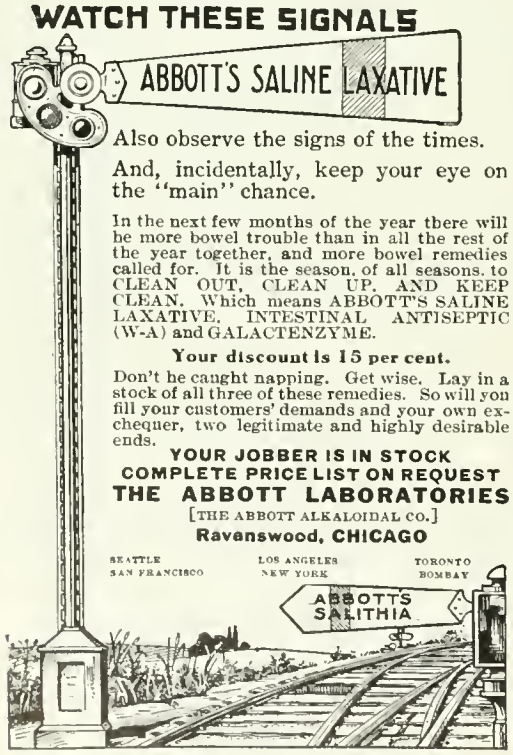
BOREMETINE A one-half per cent aromatic solution of Emetine Hydrochloride, with boric acid and zinc sulphocarbolate, for the local treatment of Pyorrhea. It's great!
Per dozen bottles, $6.00; per bottle, 60c.

Borothyme Tooth Paste "Fresh from the Mint." The best and pleasantest ever. Supplied in attractive counter-display packages, carrying one dozen.
Send for a full-size free package to get acquainted.
Per dozen tubes, $2.00; per tube 20c.

Better Stock All Three Now! Extensive advertising and liberal discounts will make it profitable for you to do so. Sharp demand is sure to follow. Ask your jobber now, or come direct.

The Abbott Alkaloidal Company
[The Abbott Laboratories]
Seattle CHICAGO New York
San Francisco Los Angeles Toronto Bombay

WATCH THESE SIGNALS



Also observe the signs of the times.

And, incidentally, keep your eye on the "main" chance.

In the next few months of the year there will be more bowel trouble than in all the rest of the year together, and more bowel remedies called for. It is the season, of all seasons, to CLEAN OUT, CLEAN UP, AND KEEP CLEAN. Which means ABBOTT'S SALINE LAXATIVE, INTESTINAL ANTISEPTIC (W-A) and GALACTENZYME.

Your discount is 15 per cent.

Don't be caught napping. Get wise. Lay in a stock of all three of these remedies. So will you fill your customers' demands and your own exchequer, two legitimate and highly desirable ends.

YOUR JOBBER IS IN STOCK
COMPLETE PRICE LIST ON REQUEST
THE ABBOTT LABORATORIES
[THE ABBOTT ALKALOIDAL CO.]
Ravenswood, CHICAGO

SEATTLE LOS ANGELES TORONTO
SAN FRANCISCO NEW YORK BOMBAY

WILLIS: "Won't you dine with me?"

Gillis: "Thank you, I just dined. I was home and had my regular meal of apples, apricots, and asparagus."

Willis: "Isn't that a rather odd combination?"

Gillis: "Well, you see, my wife went to a domestic science school and had to leave after the first week."—*Life.*

"DRUG EQUIPMENT from the single case to the store complete" is the service offered by the Wilmarth Show Case Co., 1520 Jefferson Avenue, Grand Rapids, Mich.

The Wilmarth line includes everything in the way of fixtures needed by the modern drug store, and the Wilmarth experts stand ready to advise you just what equipment is needed in your store to make it produce the most business.

Send for a catalogue showing what Wilmarth service is doing for druggists throughout the country.

HE: "Mrs. Hopper's reception was quite an old-fashioned affair."

She: "Indeed?"

He: "Yes. Why, the refreshments served were actually good to eat."—*Chicago News.*

"WHAT is the matter with your old cat? She looks disconsolate these days."

"Pap hurt her feelings dretfully. Brung home a mouse-trap last week. I told him not to do it. Cats has got their feelings same as anybody else."—*Louisville Courier-Journal.*

KIND STRANGER: "How old is your baby brother, little girl?"

Little Girl: "He's a this year's model."—*Chicago News.*

"WEISSFELD" coats on your clerks mean added patronage at your soda fountain. Their neat, clean appearance attract and hold customers.

"Weissfeld" coats come in 25 styles and 40 patterns. Quality, workmanship, fit and style are all guaranteed.

Particulars and complete directions for measuring can be obtained from M. Weissfeld Mfg. Co., 253 E. Market Street, Philadelphia, Pa.

TEACHER: "Is there any connecting link between the animal and the vegetable kingdoms?"

Pupil: "Yes, mum; there's hash."—*Philadelphia Inquirer.*

GENEROUS: Mr. Meane: "I have nothing but praise for the new minister."

Mr. Goode: "So I noticed when the plate came around."—*Philadelphia Inquirer.*

PROSPECTIVE COUNTRY BOARDERS: "Is the water you have here healthy?"

Landlady: "Yes, sir. We use only well water."—*Boston Transcript.*

CORPULENT INDIVIDUAL: "But you can't give me any reason why I should not enlist."

Spouse: "Well, I should miss you, dear, but the Germans couldn't.—*London Mail.*

NOT $100, but $56.

By purchasing from the factory in large quantities and then cutting tremendously the selling cost, through its direct-to-user policy, the Typewriters Distributing Syndicate is able to offer a No. 5 Oliver Typewriter (with a catalogue price of $100) for but $56.

You can test it out on free trial, if you wish. Then when you decide to keep it, you can take a year in which to pay for it. Paying as low as $4 a month secures it.

The No. 5 Oliver is built especially for doctors and druggists. It prints the symbols used in prescription writing; it has special paper fingers for printing labels, it has a visible writing device, built-in tabulator, a back spacer, and many other important features.

To get a No. 5 Oliver on free trial fill out and mail the coupon in this issue attached to the ad. of the Typewriters' Distributing Syndicate, 1510-37 E Wabash Avenue, Chicago.

HE leaves nine children, eight of whom are honored and respected citizens of this State, and the other lives in Missouri.—*Lyons (Kan.) News.*

CLERK: "This is the best burglar alarm made. The burglar no sooner enters the house than it alarms the residents."

Customer: "Haven't you got one that will alarm the burglar?"—*Boston Transcript.*

NELL: "Maude has a new dressmaker; what do you think of the fit of her new gown?"

Belle: "I shouldn't call it a fit; I should call it a convulsion."—*Philadelphia Record.*

PACKED in "spill-proof" boxes, Stone's soda straws never fly all over the counter on a busy day. They are safe and convenient to use.

To get them from your jobbers specify "Stone's straws in the round box." The Stone Straw Co., Washington, D. C., makes them.

"I WANT a pair of pants for my sick husband," exclaimed the woman.

"What size?" asked the clerk.

"I don't know, but I think he wears a 14½ collar."—*Philadelphia Public Ledger.*

DRUG STORE ADVERTISING SERVICES

That increase business are the only kind that will pay you to use.

These three Retail Drug Store Advertising Services are now increasing business for Retail Drug Stores all over the United States and will increase your business just as soon as you enlist their help.

Let us prove what they can do for your business.

SEAGERS SILENT SALESMEN SHOW CARD SERVICE.

The real solution of the often-asked question—How can I sell more goods to my customers? These silent salesmen cards sell goods every hour of the day that people can get into your store and are the strongest business building help you can get. This service consists of a beautiful set of five Solid Brass (or nickel if you prefer) Show Card Fixtures and forty Show Cards every month. It completely covers every selling need in every drug store. Costs you less than 10c per day.

SEAGERS ADVERTISING SCHEDULE.

A Personal Advertising Helper. Helps you plan and build in every way. Reaches everywhere for new business. Gets business you never thought of before. Keeps your store a leader in your locality, as it puts you in touch with the latest and best in schemes, plans and ideas for advertising; for buying; for selling; for store and window trims; and furnishes all the ideas and copy for Newspaper Space, Cards, Circulars, Letters, Signs, and all the extra special help you can want at any time to meet any emergency. Sold to one druggist only in any locality. Costs you only $2.00 monthly.

SEAGERS ILLUSTRATING SERVICE.

For Druggists who wish to illustrate their advertising with real illustrations of the goods they have to sell. Different from anything ever offered before. Makes your advertisements stand right out because it shows your goods as they really are in your store. Only one druggist in a locality gets it. Costs you only $2.00 a month.

Seagers Advertising Company,

DRUG ADVERTISING SERVICES

Business Building Plans
Advertising Novelties

1367 Broadway
NEW YORK, N. Y.

B. P.
Jul y '15

We are interested in the following Services for exclusive use in our locality:

Advertising Schedule.....
Illustrating Service.....
Silent Salesmen Show Card Service.....
Name.....
Town.....State.....

FLASH

ANTISEPTIC

HOUSE AND HAND CLEANER

is the most popular article on the market for quickly removing dirt and stains from the hands of motorists, engineers, mechanics, printers, painters, surgeons, housewives, et al., and for cleaning woodwork, bath tubs, kitchen utensils, etc. Every druggist should carry it in stock.

READ THIS SPECIAL OFFER

With a case of 36 ten-cent cans, costing you $2.50, we will include six window and counter easels, a window transparency, one large and one medium size sign, and twenty trial size cans of FLASH.

Send your order to-day and take advantage of this special offer.

FLASH CHEMICAL CO.

Kendall Square,
Cambridge A
BOSTON, - MASS.

NEW SIZE

ECKMAN'S ALTERATIVE

Owing to the many requests for a smaller package, we are now prepared to supply the trade with a new size to retail at

ONE DOLLAR.

We will continue to manufacture our regular $2.00 package, as before. Mention of both sizes will be made in the extensive advertising campaign which we are now conducting.

Order from your jobber to-day.

Small Size $8.00 Doz. Regular Size $16.00

Attractive literature on request.

ECKMAN MFG. CO., Philadelphia, Pa.

OVER NINE HUNDRED DRUGGISTS ON A TWO DAYS' JAUNT.

A great body of 954 druggists journeyed to Detroit, on June 23 and 24, for the express purpose of visiting Parke, Davis & Co. They came from 16 States and the District of Columbia. They came from points as far west as Nebraska, as far east as New Hampshire and New York, and as far south as North Carolina and Kentucky.

Three or four special trains were required to transport the party from different centers, while the entire stateroom capacity of the Cleveland boat was reserved for druggists from Ohio and Eastern Pennsylvania.

The first day of the visit was entirely devoted to an inspection of the laboratories of Parke, Davis & Co. Half of the party spent the morning in the Research Laboratory, and the afternoon in the manufacturing divisions. The other half reversed this procedure.

On the evening of that day, at the Hotel Statler, there was held one of the biggest and most enthusiastic banquets that has ever been witnessed in the drug trade of the country. Pretty close to one thousand men were accommodated, and three vast dining-rooms were required for the purpose. The scene was one of great enthusiasm and gayety. After the courses had been finished, the tables were removed from the main dining-room, and all the guests gathered therein to hear the speeches.

James E. Bartlett, director of sales and advertising for Parke, Davis & Co., presided as toastmaster, and responses were made on behalf of the house by President Frank G. Ryan, John C. Spratt, and Joseph Helfman. The visitors were represented by J. A. Skinner, of Cedar Springs, Mich., G. A. Spaulding, of Pittsburg, Pa., and S. L. Hilton, of Washington, D. C. Harry B. Mason, editor of the BULLETIN OF PHARMACY, was also called upon.

The second day of the visit was entirely devoted to a boat-ride in a chartered steamer. The boat left the foot of Woodward Avenue at 9 o'clock in the morning, and proceeded up the river to what has been called "The Venice of America." Lunch was served on board, and the boat returned to Detroit at 5 o'clock in the afternoon. Most of the visitors left that same evening for their homes.

"WHAT good deed did you perform today?" the first-class scout was asked.

"Mother had only enough castor for one dose, so I let my sister take it," replied the hero."—*Buffalo Express.*

WIFEY: "Didn't you get soaked last night, dear?"

Hubby (absent-mindedly): "Yep, had to be bailed out."—*Yale Record.*

MARY: "Please, mum, the casters under master's armchair creak most terrible. Hadn't they better be oiled?"

Mrs. Moffat (newly married): "Certainly, but I'm afraid we have no castor oil in the house."—*Evening Wisconsin.*

"I SHALL sue you for damages. Your confounded dog just bit me."

"You'll have to prove it. Wait a moment, and I'll see if his teeth fit the marks."—*Century.*

L'ENFANT: "Father, what is a 'sepulchral tone of voice'?"

Le Pere: "That means, to speak gravely."—*Dartmouth Jack o' Lantern.*

DOES your prescription business need a little stimulation?

An easy way to secure it is to present a few physicians with prescription cases bearing your card.

Prescription cases made from genuine seal leather serving to constantly bring your name before the attention of physicians can be obtained from Geo. Seelman & Sons Co., Milwaukee, Wis.

The price is $1.00—less 40 per cent to druggists. Your card in gold will be furnished for 25 cents additional and the doctors' name for 10 cents.

"I HAVE derived relief from drinking a glass of salt-water from the tide," said the invalid solemnly. "Do you think I might take a second?"

"Well," his friend replied, with equal seriousness, "I don't think a second would be missed."—*Osteopathic Magazine.*

THE teacher was holding up a picture of a zebra.

"Now, children, what is this?"

"It looks to me like a horse in a bathing-suit," answered little Arthur.—*Harper's Magazine.*

LITTLE ROSALIND (5 years old): "Mamma, where has Uncle Jack gone?"

Mamma: "On a ranch, pet; he's gone to be a cowboy."

Rosalind (after a pause, tearfully): "Oh, mamma! will he have horns?"—*Sunset Weekly.*

MACHINE-MADE BOTTLES, both narrow and wide mouth, when produced by the celebrated "Owens" process are uniform in height, weight and capacity.

The "Owens" process is the one used by the Whitney Glass Works, of Glassboro, New Jersey.

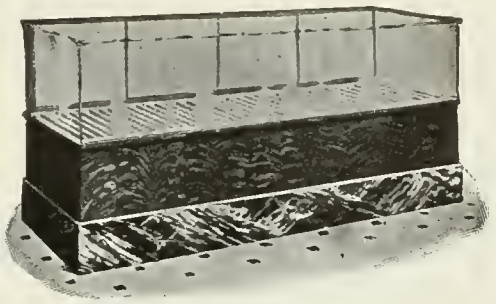
Ask the company for description and prices.

"How do you sell your music?"

"We sell piano music by the pound and organ music by the choir."—*Columbia Jester.*

"JONES tells me he has just started a bank-account for his new baby."

"I see; a fresh-air fund."—*Baltimore American.*



Handing Money to Your Competitor

Can you imagine walking into your competitor's store and handing him a big roll of greenbacks, with your compliments?

On your life, you can't!

Yet that's what a good many merchants are doing right along, every business day in the year, in every town and city on the map—handing their rivals wads of "dough"—unwittingly.

For it's a fact that people like to trade where trading is easy—where merchandise is set out in goodly array. This condition can be obtained by using

QUINCY SPECIAL SHOW CASES

—made RIGHT, by men who know intimately the display requirements of every kind of business where display is a vital factor.

We shall be glad to send you Catalogue No. 22, which tells about the great money-making Quincy "Specials."

QUINCY SHOW CASE WORKS

QUINCY, ILLINOIS

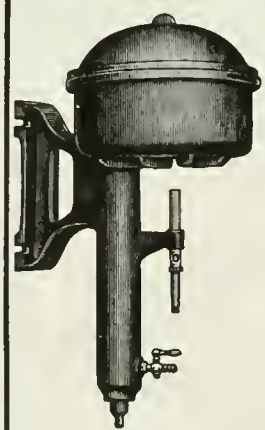
PITTSBURGH, PA.: 949 Penn Ave.

WICHITA, KANS.: 301 Beacon Building.

JACKSONVILLE, FLA.: 116-118 E. Forsyth St.

OKLAHOMA CITY, OKLA.: 208 N. Robinson Ave.

DISTILLED WATER



AT

2c Per Gallon

Guaranteed By

STOKES AUTOMATIC WATER STILLS

Price Only $18.

F. J. Stokes Machine Co.

PHILADELPHIA, PA.

Mr. Brand Writes Us Saying:

Brenard Mfg. Co.,
Iowa City, Iowa.

Dear Sirs:—About a year ago your Mr. Smith called on me with your "Booster" system. It looked good to me so I bought it, and I am glad I did, as it proved to be all and more than you claimed for it.

Your "Special Sales" feature proved to BE MORE than a success. On some of our "special sales" days we could scarcely handle the trade, it came in so fast.

Your "collecting feature" is admirable. All of a sudden my credit customers wanted to pay up.

We increased our business over 50 per cent., and on the closing days of our campaign our cash sales were more than twice as great as two weeks of regular business.

All in all, I consider your "Trade Extension Campaign" the best and yet the cheapest method I have ever found for getting business, therefore I am to-day giving Mr. Smith a duplicate order for immediate shipment, and with valuable assistance I expect to do even better than I did last year.

Yours truly,
M. H. BRAND.

If you desire to use Brenard's New Trade Extension Campaign to greatly increase your business, raise a lot of ready money quick, sell your odds and ends and slow sellers for full retail price, write us right away, as we will close a deal with the first merchant who wants it in your town.

When you arrange to use our plan we will agree not to sell it to any of your competitors in your town so long as you remain our customers.

Write to-day to

Brenard Mfg. Co., Iowa City, Iowa

POTASSIUM IODIDE

U. S. P.

Granular and Crystals.

A FULL LINE OF

MEDICINAL, PHOTOGRAPHIC AND TECHNICAL CHEMICALS

In original and broken packages.

We solicit your inquiries.

ALBANY CHEMICAL COMPANY

ALBANY, N. Y.

HARDUPPE: "Why so despondent?"

Flubdub: "Oh, I can't seem to get out of debt."

Harduppe: "Gee! That's nothing. I can't even get in."—*Life.*

"DAD, what's 'out of sight, out of mind,' mean?"

"That those who will not see as we do are crazy."—*Philadelphia Public Ledger.*

NECCO WAFERS in glazed paper wrappers and Hub Wafers in transparent paper wrappers are of guaranteed purity.

The New England Confectionery Company in advertising Necco and Hub Wafers to nearly 40,000,000 people places particular stress on this one point, thus creating a yearly demand for many hundreds of thousands of packages.

You can cash in on this demand by showing Necco and Hub Wafers on your counter. If not obtainable from your jobber write to the New England Confectionery Co., Boston, Mass.

"THAT sermon you preached the other Sunday on thrift had a great effect on me," said Griggs to his minister. "I went out before the collection."—*Christion Register.*

FARMER: "I'll give you $5 a month and your board!"

Applicant: "Aw, shucks! What do you think I am, a college graduate?"—*Philadelphia Bulletin.*

"AND what," said the great specialist, "do you consider to have been the cause of your husband's sudden and complete collapse?"

"He insisted on trying to follow a story in the moving pictures."—*Puck.*

PACKED in small cases, the glass bottles manufactured by the F. E. Reed Glass Co., of Rochester, N. Y., make it possible for the druggist to secure his glassware in the assortment best suited to his needs. Furthermore, the small cases minimize the breakage danger. The quality of the bottles is guaranteed.

A price list and full particulars are yours for the asking.

A TEACHER had a great deal of trouble to make a boy in his class understand a point in his lesson. Finally, however, he succeeded, and, drawing a long breath, remarked:

"If it wasn't for me, you would be the greatest donkey in this town."—*Detroit Times.*

CHARLIE LOVEDAY: "Um—ah—er—er! He! he—"

Jeweler (to his assistant): Bring that tray of engagement rings here, Henry.—*Buffalo Courier.*

CLERK: "Mr. Goldbug, as I am about to marry, I would like more salary."

Boss: "How much more do you want?"

Clerk: "Ten dollars a week."

Boss: "My gracious! How many women are you going to marry?"—*Chicago News.*

PUTTING a Trefoil prescription cork in a bottle is a certain way to assure the patient that the quality of the entire preparation is of the best.

Trefoil corks, made by R. W. McCready Cork Company, Chicago, are obtainable from any jobber.

MRS. WAYUPP: "This is a great big land of ours."

Mr. Blase: "That's right, and a fellow doesn't realize it till he travels. Why, you can actually go to places in this country where you don't owe anybody!"—*Puck.*

A PESSIMISST is a person who is seasick during the entire voyage of life.—*Pittsburgh Chronicle-Telegraph.*

SUBURBAN GARDENER: "This 'Sure Death to Bugs' which I purchased here doesn't seem to kill the pests at all."

Salesman: "Ah! You see, sir, the properties of this preparation are not to kill the bugs at once, but to undermine their constitutions."—*New York Post.*

Two men were discussing the service as they made their way home from church.

"What was that sentence the choir repeated so often?" asked one.

"As nearly as I could make out, it was 'We are all miserable singers,'" replied his companion.—*Detroit Tribune.*

MANUFACTURING CHEMISTS, drug and pharmaceutical houses, manufacturers of patent medicines, sugars, glues and gelatins are all extensive users of Mead drug mills.

Mead mills grind by impact. They are simple in construction, they are durable and require less power than any other mill of similar capacity.

An illustrated catalogue fully describing them can be obtained from Mead & Co., 20th Street and M. C. R. R., Detroit, Mich.

"HE never spanks his son, does he?"

"No; he's an efficiency crank."

"What's that got to do with it?"

"He says the upward stroke is lost motion."—*Houston Post.*

CRAWFORD: "I see the belligerents are calling out the older reservists. Do you think that married men should be compelled to fight?"

Crabshaw: "Why not? They are used to it."—*Life.*

Necco Wafers

GLAZED PAPER WRAPPER

Hub Wafers

TRANSPARENT PAPER WRAPPER

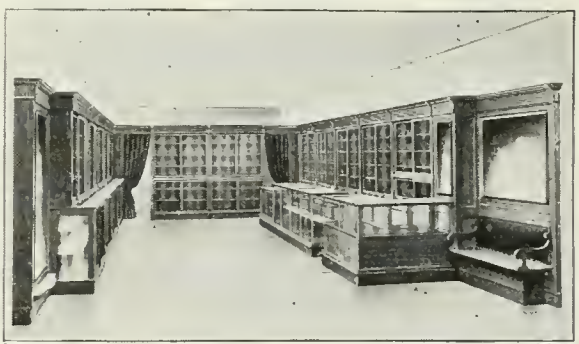
Perhaps the biggest single feature of the remarkable success of Necco and Hub Wafers is their *guaranteed* purity.

In our advertising this year, reaching nearly 40,000,000 people, we lay particular stress on this one point. This is *one* reason why Neccos and Hubs have "circulations" of many hundreds of thousands of packages yearly. It's *the* reason why *you* should stock them.

If not at your jobber's, write us.

NEW ENGLAND CONFECTIONERY CO.

Boston, Mass.



Solves All Fixture Problems

NO matter how large, how small or what shape your drug store is, "Victor" and "Olympic" Sectional Drug Outfits will solve the fixture problem for you quickly, satisfactorily and at a positive saving of from 10% to 20% less than a similar outfit would cost if made to order.

"Victor" and "Olympic" outfits are always in stock, in Golden Oak, for immediate shipping *through your jobber.* Material and workmanship are of the highest Benderscheid standard.

Write your favorite drug jobber for our 80-page, illustrated catalog No. 14. It contains specifications and all particulars.

BENDERSCHEID MFG. CO.

The Only Exclusive Drug Fixture and Show Case Manufacturers in the U. S.

2800-2826 No. 9th St., St. Louis, Mo.

CONSOLIDATED FRUIT JAR CO.

Manufacturers of the
ALLEN TELESCOPIC
and
KENT PATENT TOPS
for Cans and Tooth-powder Bottles, Talcum Powder Tops.
Aluminum Collapsible Drinking Cups.

ALSO FULL LINE OF
Plain and Decorated Collapsible Tubes, Cast Metal Sprinklers, Soda Holders, Bitter Tubes, and all kinds of Sheet Metal Goods.

Essential Oil Cuppers.

Prices Furnished on Application.

Main Office,
New Brunswick, N. J.
New York Office,
290 Broadway

THE ONLY POSITIVE

HAIR GROWER

AND

DANDRUFF REMOVER

GLOVER'S IMPERIAL MANGE REMEDY.

Advertising Matter bearing imprint, also Display Cards, furnished, all charges prepaid.

H. CLAY GLOVER, V.S.

118 West 31st St., NEW YORK CITY.

WIFE (in railway train): "It's mortifying to have you act so. Why don't you get up and help that young lady raise that window?"

Dutiful Husband: "She's so pretty I was afraid you'd be angry."—*Detroit Times.*

JOHNNY: "Mother, teacher said that I had talents as an inventor."

Mother (pleased): "What did she say you could invent?"

Johnny: "She said that I could invent more new ways of spelling words than anybody she ever saw."—*Town Topics.*

"OF COURSE, I shrieked when I thought there was a burglar in the house," said young Mrs. Torkins.

"What did your husband do?"

"Charley looked at me with deep reproach and asked why I couldn't holler that way once in a while when the home team needed a boost."—*Washington Star.*

FILLED with plans, ideas and methods that have actually collected the money from slow-pays, hard-ups, and dead-heats, without creating bad will and without the expense of heavy legal fees.

Such is the nature of the book offered by Ralph A. Cooper, of the credit department of the Pynefume Company, Minneapolis, Minn.

The book contains nearly 50 model letters that show how to get after city accounts, large accounts, outside accounts, petty accounts, good customer accounts and dead-beat accounts.

In addition it describes 15 unusual collection methods—15 unique, special schemes that are result getters. The schemes are not visionary but are descriptions of methods tthat are in use by expert account collectors.

A dollar bill attached to one of your letter-heads will bring the book to you.

"MY wife's dog has a habit of barking at me every time I come home," said one husband.

"You're lucky," replied the other. "Mine doesn't notice me that much."—*Washington Star.*

MAUD: "Has Albert proposed yet?"

Maida: "Any day now; he's taking unusual interest in furniture displays."—*Boston Post.*

THE LADY: "Are you fond of lobster salad, doctor?"

Doctor: "No. I'm not fond of it, but I'm grateful to it."—*Life.*

WILLIE: "Paw, does a botanist know as much about flowers as a florist?"

Paw: "Yes, my son. But he doesn't know as much about the prices people will pay for them."—*Cincinnati Enquirer.*

BILL: He'll have a lot of business after this European war is over."

Jill: "Why, what's his business?"

Bill: "He's a mapmaker."—*Yonkers Statesman.*

"WHAT is that crowd of men after?"

"You mean the tough mob over there?"

"Yes."

"They're trying to get in our new uplift jail."—*Cleveland Plain Dealer.*

"WHY did George Washington's father weep when the brave lad said, 'I cannot tell a lie?'"

"For joy," replied the unsentimental person. "He realized that the youngster who knew how to put over a grandstand play like that was bound to make his way in the world."—*Radway Review.*

IF you are preparing to take the State Board examination you will need "Board Questions Answered."

It contains the complete sets of examination papers used by ten different boards of pharmacy, together with comprehensive answers to the various questions. The book is not a quiz-compend, but is intended rather for the use of graduates of pharmacy colleges and unregistered men who desire to review their knowledge preparatory to taking the Board examination.

It serves to refresh the memory of students who have taken an adequate course of pharmacy and to give them an idea of the type and character of questions asked by the different board examiners.

"Board Questions Answered" sells for $1.50 postpaid and can be obtained from E. G. Swift, P. O. Box 484, Detroit, Mich.

FIRST MORMON: "What's the matter with Bueber? He's cutting out his old friends."

Second Mormon: "How so?"

"Why, he never asks me to drop in and see him married any more."—*Life.*

"WHY don't you tell your troubles to a policeman?"

"I don't dare," replied the gloomy person. "He'd probably arrest me."—*Washington Star.*

"MA! MA!" bawled Freddie as the usual morning wash was going on. "Do my ears belong to my face or my neck?"

Ma temporized. "Why, what is the matter," she asked.

"I want it decided now. Every time you tell Mary to wash my face or my neck she washes my ears too."—*Ladies' Home Journal.*

"My wife can drive nails like lightning."

"You don't mean it!"

"Sure I do. Lightning, you know, seldom strikes twice in the same place."—*St. Louis Courier.*

PRAT-DUMAS FRENCH FILTERING PAPER

This Filtering Paper has been on the market over fifty years.

Supplied In Round Ready-Folded and Reams [square].

Write for Samples and Price List.

Prices at present lower than ever before.

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INSIST ON THE GENUINE

Consider the Profit there is in handling

LeEconomy Elastic Hosiery

The Drug Store is the natural headquarters for the sale of Elastic Hosiery—

Because your customers feel that you have a greater interest in their physical welfare and would be more careful in prescribing Elastic Hosiery than the ordinary Department or Sporting Goods Store.

This fact makes your handling of Elastic Hosiery a most profitable side line.

Le Economy Elastic Hosiery is made in all sizes and qualities and is superior to a marked degree.

Being knitted to a form in order to eliminate all uncomfortable seams, is only one of its exclusive features that mean so much to the sufferer.

Write us and we will explain our proposition in detail.

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Philadelphia College of Pharmacy.

"A COLLEGE OF PHARMACISTS, BY PHARMACISTS AND FOR PHARMACISTS."

The Philadelphia College of Pharmacy offers a two-year course in Pharmacy leading to the degree of Graduate in Pharmacy (Ph. G.), and also a three-year course leading to the degree of Doctor of Pharmacy (Phar. D.) for those who wish more advanced instruction.

The Philadelphia College of Pharmacy has unexcelled equipment. The Faculty are men of international reputation as teachers. The courses of instruction are original, practical and up to date.

P. C. P. graduates have preference everywhere in securing employment.

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Whitney Glass Works

ESTABLISHED 1775.

Glass Bottle Manufacturers

FLINT AMBER GREEN

Also Manufacturers of

Machine Made Bottles
Narrow and Wide Mouth
by the

Celebrated "Owens" Process

which produces uniformity in

HEIGHT WEIGHT CAPACITY

Superior Bottles in Every Feature

OFFICES:

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Safe and Convenient

STONE'S STRAWS

Are Packed in

"SPILL-PROOF" BOXES

Specify the Round Box

Obtained From All Supply Houses.

The Stone Straw Company

Washington, D. C.

"WHAT makes him act so queerly?"

"He wants people to understand that he is the first person singular!"—*Judge.*

CRABSHAW: "I've no objection to your getting married, my dear; but I really can't stand the expense of a wedding."

Marjorie: "I'll try to help you out, pap. Perhaps I can throw a scare into George and get him to propose an elopement."—*Judge.*

YOU don't have to explain the advantages of the Marvel Whirling Spray to your customers. Long-continued advertising on the part of the manufacturer has done it for you.

Marvel sprays pay a good profit and their quality is guaranteed. All jobbers handle them.

HANK: "Bill, what's grape nuts?"

Bill: "Guys that drink grape juice!"—*Chicago Daily News.*

"CRAWFORD: "He says there's nothing in his life that he can't manage very nicely."

Crabshaw: "Naturally. He sold his car when his wife eloped with his chauffeur."—*Puck.*

ESSENTIAL OILS

THE **D & O** BRAND

THE STANDARD OF QUALITY

Order from your wholesaler in original packages under our label and guaranty seal, 1 ounce and upward.

DODGE & OLCOTT CO.
NEW YORK

THE SUMMER HEAT

develops and aggravates numerous gastro-intestinal disturbances. In such conditions particularly

PHYSICIANS RECOGNIZE

the dependable efficacy of America's best known laxative

PLUTO WATER

Supplement the demand thus created by regularly using our ever attractive counter and window displays. Sent free, prepaid the exact moment we know you stock Pluto. Write TO-DAY direct to

French Lick Springs Hotel Co.
FRENCH LICK, INDIANA

"Is he a millionaire?"
"No, but he has a million air."—*Life.*

"How do you like my new hat, John?"
"How much did it cost?"
"Three dollars."
"Most becoming hat you ever had on."—*Judge.*

On your next trip to New York why not stop at the Vanderbilt Hotel?

It is located at Thirty-fourth Street, East, at Park Avenue, right near the uptown shopping district, and is easily accessible to the theaters and clubs. A subway station is at the main entrance.

Situated in the fashionable Murray Hill district, it insures the quiet so much desired by patrons of New York hotels.

The charges are moderate.

The archbishop had preached a fine sermon on married life and its beauties. Two old Irishwomen were heard coming out of church commenting on the address.

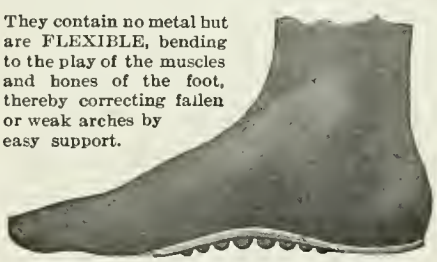
"'Tis a fine sermon his Riverence would be after giving us," said one to the other.

"It is, indade," was the quick reply, "and I wish I knew as little about the matter as he does."—*Life.*

PERFECTION

AIR CELL ARCH CUSHIONS

They contain no metal but are FLEXIBLE, bending to the play of the muscles and bones of the foot, thereby correcting fallen or weak arches by easy support.



THEY ARE EASY TO SELL

because of their great advantages over all other arch supports, and they retail at the popular price of 50 cents a pair.

They are made of the finest quality of leather, with a pneumatic cushion back. This cushion is composed of numerous small rubber teats, each one an air cell. They produce a comfortable springy feeling and at the same time perfectly ventilate the shoe.

Write for further particulars and prices.

ELASTIC TIP COMPANY

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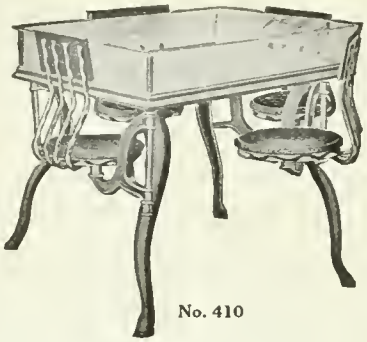

No. 410

TRADE C/A MARK (C-LINE-A) Specialty Furniture

Makes Customers Comfortable

No. 616 M

COMFORT is a great business builder. The people soon learn to come to the stores that are equipped with comfortable chairs and tables. This is why the merchants who use our display tables, counter stools and chairs are making the big profits.

Our line is complete and includes all styles. Tables with opalite glass tops—display tops—plain wood tops. Chairs attached to tables or separate. Stools that look well and that are inviting.

For complete information, catalog and prices, write to your jobber or direct to

THE CELINA SPECIALTY CO.

24 Anthony St. - Celina, Ohio.

ONE DOZEN FREE!

With each dozen one-ounce jars of FORKOLA, retailing at 25c each, we will give one dozen FREE. The 24 jars will cost you $1.75 and you will receive $6.

FORKOLA

will supply your demand for an efficient ointment for colds in the head and on the lungs, chronic catarrh, croup, quinsy, la grippe, asthma, sore throat, coughs, etc. You can confidently recommend it to your customers. This big offer is limited. Take advantage of it now!

THE BACORN COMPANY, - ELMIRA, N. Y.

THE BARNSTEAD STILL

MAKES CHEMICALLY PURE WATER.

THE DRUGGIST'S STILL

Capacity One Gallon per Hour

Nickel-plated, - - - - - - $25.00

THE DRUGGIST JUNIOR

Capacity One-half Gallon

Copper finish - - - - - - $15.00
Nickel finish - - - - - - $16.00

WRITE FOR INFORMATION

BARNSTEAD WATER STILL CO. 51 CHARDON ST. BOSTON, MASS.

A Potent Prescription

℞ Dr. Summing

One 3 Prevention

IF your clerk provoked just one customer in every so many, you'd soon get another clerk, wouldn't you? Isn't it good business, then, to apply the same principle to corks? Perhaps only a few of the corks you furnish your customers break. But every time this happens a customer is irritated. Why not make it

CIRCLE Ⓐ CORKS

The Standard Prescription Corks of America

and play safe? "An ounce of prevention," you know, "is worth a pound of cure." Circle A Corks are the "cream" of high-grade stoppers. Consequently, there's no waste—every one can be used.

A sample package of 100 in sizes from 2 to 6 will be mailed postpaid, for 20c in coin or stamps.

Armstrong Cork Company

113 23rd Street Pittsburgh, Pa.

COMMERCIAL TRAVELER: "If a man has an income of two millions a year, what is his principal?"

Cynic: "A man with such an income usually has no principle."—*Royal Magazine.*

HOKUS: "I admit that Jack Dashaway is going the pace, but, nevertheless, he's a brick."

Pokus: "Well, I hope he's one of the fireproof kind."—*Judge.*

"Aw, I was greatly disappointed in the Indians!"

"How so?"

"I wanted to sit down with them and smoke the pipe of peace."

"Well?"

"Aw, they passed around a package of cigarettes."—*Louisville Courier-Journal.*

SILAS (the hired man): "Gosh, boss! It's not much fun workin' with the thermometer one hundred and two in the shade!"

Farmer Haystack: "Waal, yer dern fool! What's that to you? You're not goin' to work in the shade!"—*Life.*

HUSBAND (at breakfast): "I've got a bad head this morning."

Wife: "I'm sorry, dear. I do hope you'll be able to shake it off."—*Boston Transcript.*

National Bath Powder

"NOW MADE IN THE U. S. A."

An addition to the bath. It renders the hardest water soft. Imparts an exquisite and refreshing odor to the bath and surrounding atmosphere. It satisfies the discriminating class. For well-groomed people.

Handled by all retail druggists and department stores. Sold exclusively through the jobbing trade.

Jobbing accounts solicited and protected in given territory.

A BIG SELLER. RETAILS 25c PACKAGE

ADDRESS AT ONCE

NATIONAL BATH POWDER CO.,

FORT SMITH, ARKANSAS, U. S. A.

DONALD-RICHARD COMPANY

Perfumers

To The American Woman.

Complete line of natural flower odors of perfumes and high-grade, profit-making toilet preparations. Our line is offered to one good druggist in each town on a liberal guaranteed sale proposition. We furnish trade-bringing, profit-making, stimulating advertising that gets the right kind of business. If interested in increasing your business write us and our salesman will call.

DONALD-RICHARD CO., IOWA CITY, IOWA

"But I cannot understand why you say no; your mother has no objection to your marrying me."

"No, and I have not the slightest objection to my mother marrying you, so there you are."—*Houston Post.*

Judge: "You are privileged to challenge any member of the jury now being impaneled."

O'Shaunessy: "Well, then, yer honor, Oi'll foight the shmall mon wid wan eye, in the corner there, ferninst yez."—*Tit-Bits.*

"Manufactured expressly for the finest prescription trade" is the way the J. H. Paddock Co., Bush Terminal, New York, describes its Peerless brand of corks.

Ask the company for quotations.

"Where do we find the most miserable of men?" exclaimed the exhorter fervently.

"You don't have to find him," responded the man in the fourth row, center, "he hunts you up and tells you all about it."—*Philadelphia Ledger.*

Dum Nut: "Look at 'em all in that mud! How will they ever get clean?"

Wiseacre: "Huh! What do you suppose the scrub team is for?"—*Tiger Cub.*

Prescribed by the Medical Profession for 35 years.

BENGER'S

Reg. U.S. Pat. Off.

Food.

For Infants, Invalids, and Aged Persons.

¶ The only food containing the natural principles of self-digestion.

¶ *Benger's Food is consistently advertised to the U.S. medical profession. It is sold throughout the world in sealed tins.*

Druggists' sample, with literature, mailed free. Showcards and advertising material on application to

BENGER'S FOOD Ltd., 92, William St., NEW YORK.

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Distributing Agents: E. FOUGERA & CO., 90, Beekman Street, NEW YORK.

80 U.S.

"FLUTED" SODA STRAWS

"FLUTED" SODA STRAWS

Exactly resemble the natural rye straw. They have the same golden gloss and the same fluted fibre. Untouched by hand and sterilized by heat "FLUTED" straws are the ACME OF PERFECTION in drinking tubes.

SAMPLE BOX ON REQUEST.

COE MANUFACTURING CO.

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CONVERT YOUR TIME INTO MONEY

and become a practical optician by taking our correspondence course in **OPTICS.** It will offer you opportunities and income greater than you can estimate, without knowing the success of our many graduates. We offer you our record as the oldest correspondence school of optics in the world and the most thorough course outside the great universities. Employ your spare time by taking it. Write us for our reduced special offer and prospectus regarding our regular $25.00 course. Address

American Optical College, 15 Wilton Ave., Toronto, Can.

OLIVE OIL "W.J.B."

A product direct from our Grasse (France) house. Every bottle, can and barrel sealed at that point. It is the most palatable oil on the market and is especially recommended for medicinal purposes. In pint and quart bottles, gallon tins and barrels.

"Ye Oldeste Essence Distillrs"

W. J. BUSH & CO.,

INCORPORATED

100 WILLIAM ST., . . NEW YORK

TANGLEFOOT

The Non-Poisonous Fly Destroyer

46 Cases of poisoning of children by fly poisons were reported in the press of 15 States from July to November, 1914

THE JUSTICE: "Ten for exceedin' the speed limit. Comin' back this way?"

The Victim: "No."

The Justice: "Then it's twenty."—*Cleveland Plain Dealer.*

A YOUNG MAN—an only son—married against the wishes of his parents. A short time afterward, in telling a friend how to break the news to them, he said: "Start off by telling them that I am dead, and then gently work up to the climax."—*Answers.*

"DOES your wife show any interest in the war?"

"Yes, indeed. She talks about it."

"What does she say?"

"Why, she says that she wishes I could go."—*Tit-Bits.*

"PLANNED your summer vacation yet?"

"No, I'm waiting until I learn what friends of mine are to have summer cottages. Then I'll begin to hint for invitations."—*Retail Druggist.*

DO YOU think that women are forsaking all other interests in order to devote themselves to politics?"

"Oh, I dunno. I don't see any of the fashion magazines going out of business."—*Washington Star.*

A CORRESPONDENT of the New York *Sun* quotes a remarkable tribute of a negro preacher to a white preacher who had consented to occupy the black brother's pulpit one Sunday. He said: "Dis noted divine is one of de greatest men of de age. He knows de unknowable, he kin do the undoable, an' he kin onscrew de onscrutable!"—*Christian Intelligencer.*

THE use of distilled water is fast becoming a necessity in the drug store, not only in compounding prescriptions and in manufacturing galenical preparations, but also in making drinks for the soda fountain as well.

By employing a Stokes automatic water still absolutely pure distilled water can be obtained for only 2 cents a gallon. The stills are easy to operate and cost but $18 to install.

For descriptive literature and further particulars address the F. J. Stokes Machine Co., Philadelphia, Pa.

"I ENGAGED the rooms for my holiday," he said, "because the landlady wrote me that they overlooked a superb garden of 200 acres, richly adorned with statuary, where I was at liberty to promenade."

"Well?" Jones inquired.

"It was a cemetery," he said, bitterly.—*Puck.*

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BRUSHES, COMBS, MIRRORS, MANICURE SETS, CLOCKS, TRAYS, FRAMES, CUSHIONS, JEWEL BOXES, PUFF AND HAIR RECEIVERS, ETC.

THE INLAID CO., INC., PROVIDENCE, RHODE ISLAND, U. S. A.

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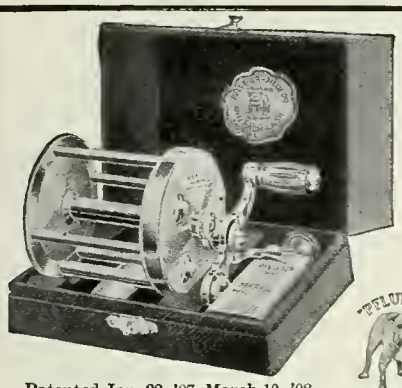


Patented Jan. 22, '07, March 10, '08
Dec. 29, '14.

The Latest "Gift and Side Line" Article. Put up in Druggists' Display Cases.

The "PFLUEGER-REDIFOR"

Anti-Back-Lash Casting Reel

Nothing shows outside—nothing to get out of order inside—no wires to fray the line—makes casting a real pleasure for beginners as well as experts. It cannot break or get out of order, and requires no adjustment. Automatic Thumbers, attached to the flange of the spool enclosed within the reel, free from all dirt and possibility of damage, thumb the reel mechanically, retarding the spool as the bait slows down.

This reel is made of best German Silver, satin finish, has genuine Scarlet Agate Jewels, balanced crank, fluted Pyralin Amber Handle, with Phosphor Bronze Bearing, and adjustable front sliding click and drag.

This reel will hold from 60 to 100 yards according to size of line used. Price, **$7.50.** (Fully guaranteed against defects of all kinds for all time.)

NOTICE: Druggists—Send for illustrated price list and discounts. Good profits.

THE ENTERPRISE MFG. CO., Dept. No. 28, **AKRON, OHIO.**

Largest Manufacturers of Fishing Tackle in the United States.

SUCCESSORS TO AMERICAN FISH HOOK CO. - - - ESTABLISHED 1864.

WHICH ONE IS THE BEST INVESTMENT?

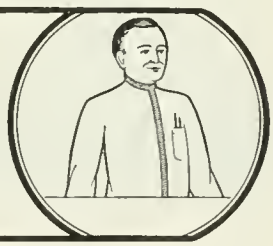
Cleanliness, neatness and carefulness mean PROFIT; dirtiness, slovenliness and carelessness mean LOSS.

"WEISSFELD" COATS on your Clerks are a small but Immensely Profitable Investment.

We offer 25 styles, 40 patterns. All materials thoroughly shrunk. Express charges prepaid to all points. Samples and instructions for measuring FREE. Absolute satisfaction in Quality, Workmanship, Fit and Style Guaranteed or Money Refunded.

M. WEISSFELD MFG. CO., 253 E. Market St., Philadelphia, Pa.

Note the Name—no connection with any other firm



ETHEL: "Did you know that Josie had thrown Frank over?"

Mabel: "Goodness, no! Why?"

Ethel: "Oh, the wretch stopped calling and writing, and all that, I understand."—*Judge.*

USEFUL SUGGESTIONS on the subject of window dressing in general, two calenders of displays for every week of the year, and engravings and descriptions of 110 attractive window displays that have been used with success by druggists throughout the country are all contained in the book, "Window Displays For Druggists."

E. G. Swift, P. O. Box 484, Detroit, Mich., publishes it, and will send the book to you, post-paid, upon receipt of $1.00.

BUSINESS MAN (explaining): "When they say 'money is easy,' they mean simply that the supply is greater than the demand."

His Wife: "Goodness! I shouldn't think such a thing possible."—*Philadelphia Press.*

MISTRESS: "Bridget, did I see Officer Flynn eating cold chicken in the kitchen last night?"

Bridget: "You did mum! And it's not me will heat up chicken at half-past tin for any cop."—*Puck.*

"IF I could get some one to invest a thousand pounds in that scheme of mine I could make some money."

"How much could you make?"

"Why, a thousand pounds."—*Detroit Times*

DIGALEN **"ROCHE"**

PANTOPON **THIOCOL**
SEDOBROL **LAROSAN**

now available

AT THE SAME PRICE *as before the war*

The Hoffmann-LaRoche Chemical Works, - NEW YORK.

BUFFALO COLLEGE OF PHARMACY OPENS OCT. 7

Its 30th Annual Session. Two years' study secures the degree of Graduate in Pharmacy (Ph. G.). Three years' study secures the degree of Pharmaceutical Chemist (Phar. C.) or Analytical Chemist (A. C.). All courses include a large proportion of laboratory work. Address 34 High Street for our illustrated announcement. "Do it now." FRANK E. LOCK, Phar. M., Secretary.

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ESSENTIAL OILS

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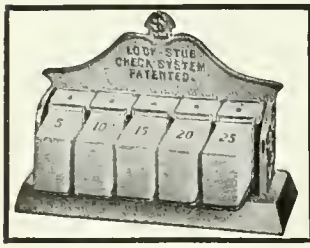


THE LOCK-STUB CHECK SYSTEM

of Controlling Soda Fountain Receipts. Used only where a cashier is employed.

It quickly and permanently stops "leaks" whether from dishonesty or carelessness.
It provides a clean check for the customer—no more sticky and slimy checks.
Throw out your celluloid checks and other antiquated checking systems and put your checking system on a modern basis.

Our booklet describes the complete system. It will "put you wise" to some expensive irregularities under old systems and how to correct them. Write for it.

Bush Terminal, Brooklyn, N. Y. THE LOCK-STUB CHECK COMPANY, 22 Quincy St., Chicago.

"WHY are you fooling so long with that clock, Hortense?"

"I am cleaning its hands, madam."

"Well, just wipe 'em. You need not manicure 'em."—*Judge.*

SCHOOL EXAMINER: "What is the meaning of false doctrine?"

Schoolboy: "Please, sir, it's when the doctor gives the wrong stuff to the people who are ill."—*Quills.*

AFFABLE PASSENGER: "Indeed, and you are a music hall artiste! I am a banker, and I think it must be at least 20 years since I was in a music hall."

Music Hall Artiste (regretfully): "And I am quite certain, sir, it's 20 years since I was in a bank."—*Tit-Bits.*

ONE farmer was bragging about his eyesight and the other about his hearing.

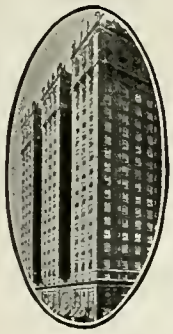
Said the first: "You see that fly walking on that barn away over there?"

The other man replied: "No, but I can hear the shingles rattle as it walks along."—*Bottles.*

CHEMICALLY PURE WATER that corresponds to the U. S. P. tests for *aqua destillata* is easily and economically obtained by the use of the Barnstead Still.

The Barnstead Druggist's Still, with a capacity of one gallon an hour, and finished in nickel-plate, costs $25.00. The Druggist Junior with a capacity of one-half gallon an hour costs $15.00 if finished in copper, and $16.00 with a nickel finish.

Complete information concerning Barnstead Stills will be furnished, upon request, by the Barnstead Water Still Co., 51 Chardon Street, Boston, Mass.



The VANDERBILT Hotel

Thirty-Fourth Street, EAST at Park Avenue
NEW YORK CITY
WALTON H. MARSHALL, Manager.

Conveniently located to the uptown shopping district; easily accessible to the theatres and clubs; The Vanderbilt is situated in the fashionable Murray Hill district, which insures the quiet so desired by patrons of New York Hotels.

Subway Station at Main Entrance.

Tariff Moderate.

Worked Wonders For Miss Annie Mule

"IT'S WURMS DOCTOR I FEEL 'EM CRAWLIN"
TAKE DR BLACKMAN'S MEDICATED SALT BRICK
DR BLACKMANS MEDICATED SALT BRICK
A WORM MEDICINE AND STOCK TONIC SOLD ON A GUARANTEE
"OH! YOU DARLING BRICK"
THREE WEEKS LATER
A DOCTOR WITH PLENTY OF HORSE SENSE
GUARANTEED
THE BRICK DID THE TRICK

Drop Brick In Feed Box-It Will Do The Rest

FROM A DEALER.

Please ship us at once 10 cases BLACKMAN'S MEDICATED SALT BRICK. We began handling it in 2-case lots last August, but soon had to order in 10-case lots. This is our fifth order, which proves that it is giving satisfaction. It is a great time and labor saver over the old style of giving medicine and salt to stock.
E. T. HUTCHESON & SONS.
Magnolia, Ark., Feb. 11, 1914.

Delivered price, $5.00 per case of 30 brick. Quantity discount 2% on 2 cases; 5% on 5 cases; 8% on 10 cases; and 10% on 20 cases. Half of the above discounts west of the Mississippi River and south of Jacksonville, Fla.

Our Medicated Salt Brick is a big success that repeats and never quits repeating.

We will write up mailing lists of 50 names of stock owners for each case ordered, up to 10 cases.

Why not sell it? It's a money-maker.

BLACKMAN STOCK REMEDY CO.
CHATTANOOGA, TENN.

Specify MERCK'S

on your orders

MRS. FLATTE: "Wait, dear, until I think."

Mr. Flatte: "I can't wait as long as that; I've got an engagement day after to-morrow."—*Yonkers Statesman.*

"PA, doesn't precipitation mean the same as settling?"

"It does in chemistry, my son; but in business you'll find that many persons in settling don't show any precipitation at all."—*Boston Transcript.*

"THERE is nothing more important to a woman than saving her soul," shouted the evangelist."

"Unless it is keeping her shape," murmured the fashion editor, who had been sent to report the proceedings.—*St. Louis Globe-Democrat.*

ELECTRICALLY-DRIVEN and fully guaranteed, the sanitary "Dumore" drink mixer advertisers your store and attracts customers.

The Dumore has no springs to rust or weaken. It is started or stopped at any point, and the mixing rod and agitator can be detached instantly.

There can be no shocks, for every part is thoroughly insulated. The parts are few and cannot get out of order.

The Wisconsin Electric Company, Racine, Wisconsin, will quote prices and supply additional information. Ask for them.

BILTON: "My doctor told me to drink very little."

Tilton: "Are you obeying his instructions?"

Bilton: "Yes. I've quit soups and coffee."—*Good Health.*

University of Illinois School of Pharmacy

CHICAGO COLLEGE OF PHARMACY

Fifty-sixth session begins September 21st, 1915. The course for the degree of Graduate in Pharmacy comprises two annual terms of thirty weeks each and requiring students' attendance on three days each week. The course for the degree of Pharmaceutical Chemist comprises two annual terms of 36 weeks each and requiring the students' attendance on five days each week.

For announcement address

W. B. DAY, Actuary,

74 East 12th Street, corner Michigan Boulevard, CHICAGO, ILL.

Established 1899

GRANULES

THE PERFECT STABILIZER

FOR

Ice Cream, Ices, Whipped Cream

Patented June 3rd, 1913

No Bacteria, no Dust, no Soaking, no Heating.

Upon receipt of $1.00, we will send you by parcel post, 5 pounds of GRANULES during February and March. After using it, if you are not satisfied, we will refund your money. Free sample if you mention this ad.

GRANULES MFG. CO., Inc. 402 West 31st St., NEW YORK.

Special Introductory Offer:

SAL-XZEMA

With 1 dozen ¾-ounce jars, retailing at 25 cents, we will give *1/2 dozen free.* The 18 jars cost you $1.75. You get $4.50. Can you beat it?

Sal-Xzema is wonderfully effective in skin diseases—eczema, acne, tetter, salt rheum, barber's itch, chapness, etc. Its action is prompt and positive. You can confidently recommend *Sal-Xzema* to your customers.

This introductory offer is limited—take advantage of it now.

H. E. PLUNKETT CO., 313 E. Foster St., MELROSE, MASS.

HANFORD'S

Balsam of Myrrh

THE RELIABLE LINIMENT

Sold by all Jobbers.

G. C. Hanford Mfg. Co.

SYRACUSE, N. Y.

More Profits on — Chewing Gum

We make the finest quality of gum. Spearmint, Peppermint. All flavors. All sizes. Attractive packages. *Direct factory prices.* Your own brand if you say so. Write for illustrated catalog and price list. THE HELMET CHEWING GUM CO., 42 Helmet Bldg., Cincinnati, O.

ESTABLISHED 1857

THE "WALKEASY" ARTIFICIAL LEG

MANUFACTURERS FOR THE DRUG TRADE

LITERATURE AND CATALOGUES FURNISHED

GEORGE R. FULLER CO., 99 N. Clinton Ave., Rochester, N. Y.

"I WANT to be procrastinated at de nex' corner," said the negro passenger.

"You want to be what?" demanded the conductor.

"Don't lose your temper. I had to look in the dictionary mys'f befo' I found out dat 'procrastinate' means 'put off.'"—*Mobile Post.*

HOLDING up a box of cigars, the auctioneer shouted, "You can't get better, gentlemen; I don't care where you go, you can't get better."

"No," came a cynical voice from the back of the crowd, "you can't. I smoked one last week, and I'm not better yet."—*Kansas City Star.*

DOES lack of time deter you from becoming a registered druggist?

It need not, for by taking the pharmacy course offered by the Practical Druggist Institute, 53 Gold Street, New York City, you can study at home in your spare hours. You need not give up your work.

The cost is small, but the course is complete and thorough and gives an excellent preparation for State Board examinations.

Why not send to-day for sample lessons, terms, etc.

DEFEATED CANDIDATE: "You encouraged me to run for office. You know you did. You said you thought I wouldn't make a bad alderman."

Trusty Henchman: "Well, the returns seem to show that I was right."—*New York Sun.*

TRAVELER: "Shall I have time to get a drink?"

Conductor: "Yes, sir."

Traveler: "Can you give me a guarantee that the train won't start?"

Conductor: "Yes. I'll take one with you!"—*The Storekeeper.*

MRS. SMITH, who was on her first ocean voyage, asked the captain, "What is that down there?"

"That's the steerage," replied the captain.

"Really," exclaimed Mrs. Smith in surprise, "I never supposed it took that many people to make the boat go straight."—*Liquid Bottler.*

"Why do you want to get divorced?"
"Because I'm married." — *Philadelphia Public Ledger.*

"Why didn't you laugh at the boss's joke, Bill?"
"Don't have to; I quit Saturday."—*Philadelphia Public Ledger.*

"How long have they been married?"
"About five years."
"Did she make him a good wife?"
"No; but she made him an awfully good husband."—*Judge.*

Friend: "There's your friend, Miss MacGregor, over there. Why don't you go over and speak to her?"
Scot: "Wheest, mon; she has na paid her fare yet."—*Judge.*

Some extremely attractive prices on soft gelatin capsules are quoted in the ad. of the Grape Capsule Company, 108 Fulton Street, New York City, which appears on another page of this issue.

The company says that the prices quoted are possible because it distils most of the oils used and sells for cash only.

A full price list of all the capsules manufactured by the company will be sent upon application. "Cash price" quotations on all special formula work in the line of soft capsules, bongies, suppositories and gelatin tubes will also be furnished, if desired.

Him: Will you share my lot?
Her: Is there a house on it?—*Columbia Jester.*

"I read out to my wife a headline this morning about the Ottoman massacre."
"Wasn't she horrified?"
"Not she. Thought it was a cut-rate bargain sale in a furniture store."—*Baltimore American.*

"Which side of the house do you think the baby resembles most?" proudly asked young Popjoy.
"Well—h'm!" answered Smith. "I can't see that he looks so very much like the side of a house."—*Woman's Home Companion.*

"When water becomes ice," asked the teacher, "what is the great change that takes place?"
"The greatest change, ma'am," said the little boy, "is the change in price."—*Ladies' Home Journal.*

The pessimist was suffering from rheumatism.
"Every bone in my body aches," he complained.
"You ought to be glad you are not a herring," said the optimist.—*Tit-Bits.*

ALKALOL

8-oz. $4.00 per Doz.
16-oz. 6.75 " "

ALKALOL COMPANY,
TAUNTON, MASS.

NORTHWESTERN UNIVERSITY
School of Pharmacy

Offers courses of instruction leading to the degrees of Graduate in Pharmacy (Ph.G.) and Pharmaceutical Chemist (Ph.C.).
To qualify for admission a complete high-school course is required.
This School was the first to offer a systematic laboratory course in prescription filling. Ample laboratory facilities; complete equipment.
Opportunities for laboratory positions in pharmaceutical chemistry have increased materially during the last few years.
Next session opens September 28, 1915.
Write for pamphlet "Typical Illustrations in Pharmacy."

Address C. W. PATTERSON, Secretary,
2431 SOUTH DEARBORN STREET, CHICAGO.

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MARKETED IN
Jars at 50c and $1.00
Tubes at 50c
Likewise CERAT ELCAYA and BAUME ELCAYA
OBTAINABLE THROUGH THE JOBBER
Manufactured by
THE ELCAYA CO.
JAMES C. CRANE, Sole Agent, 108 Fulton St., New York

Sal Hepatica
$2.00 $4.00 $8.00 Per Doz.

Gastrogen Tablets
$4.00 $24.00 Per Doz.

Clinton Cascara Active
$2.00 $10.20 Per Doz.

All Jobbers

Bristol-Myers Co. New York

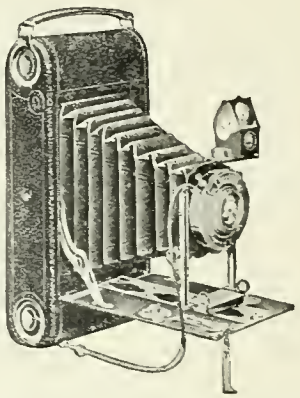
SENECA CAMERAS

Last month we illustrated the 3 A Folding Scout Equipped with Rapid Rectilinear Lens and Trio Automatic Shutter, retail price $12.

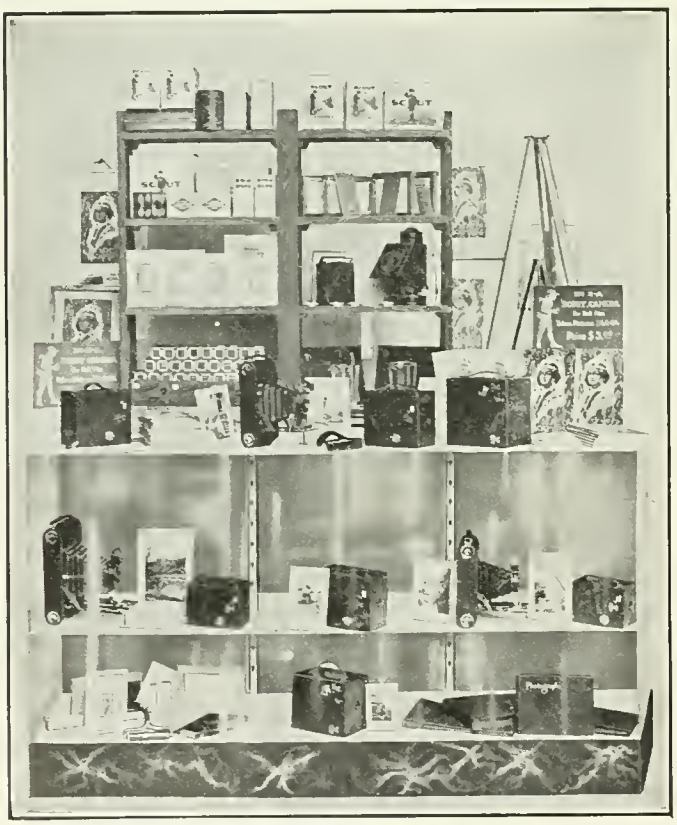
Here is another special that is making a big hit with Seneca Users—

The Roll Film Seneca

3 A Equipped with Anastigmat Lens F. 7.5 and Victo Automatic Shutter, retail price $25. This camera is the best picture getter ever offered for the price—and like all Senecas is covered by our money-back guarantee. It is included in our $100 Department. Dealers who install $50 Departments can secure this camera at the regular trade rate.



3 A Roll Film Seneca F.: 7.5 $25.



Picture of $50 Department

Selling Price $76.76 PROFIT $26.76

Including 10 Fine Cameras and quantities of Films and Supplies.

Seneca CAMERAS

Vulcan Film—Defender Paper and Supplies

pay you a profit of about 35% figured on the selling price—and give you a line of cameras that are guaranteed to satisfy customers—Scouts $2 to $6—Folding Scouts $8 to $12—Roll Film Senecas $10 to $50.

The $50 Department

is a fine starter—establishes you as agent and earns you the regular trade discounts on all future orders. Start Small and Grow.

Send in the coupon—mark the order—we guarantee the goods. If you want to read the ad by 27 Seneca Dealers and get list of items, *Say So*—But do it now—

Seneca Camera Mfg. Company

303 State St., - Rochester, N. Y.

SENECA CAMERA MFG. CO., Rochester, N. Y.

( ) Send $50 Department.
( ) Send Catalogue and particulars of $50 Department; also dealers' ad.
Check what you want.

Name.....

Address.....B.P. 7

THE DRUGGIST'S IDEAL SIDE LINE

WANT ADVERTISEMENTS

**STORES, FIXTURES AND APPARATUS FOR SALE,
HELP WANTED, SITUATIONS WANTED,
BUSINESS AND PROFESSIONAL CHANCES, ETC.**

Rates.—25 words or less (one insertion), $1.00; each additional word, 3 cents; *cash with order.*
Copy should reach us before the 25th of the month to insure insertion in the next month's issue.

THE BULLETIN OF PHARMACY, Detroit, Mich.

FOR SALE.—A beautiful drug and side-line store in a fast growing town 30 minutes from New York. Stock and fixtures $5000. Rent $45.00; house, nine rooms, $20.00. Real estate, including extra lot (if wanted), $16,000. Agent, Westfield, New Jersey. 7

SALESMEN WANTED.—A well-known Eastern firm desires a few good salesmen, calling on druggists in the West, to handle its high-class, quick-selling manicure specialties as a side-line. Address "Manicure," care BULLETIN OF PHARMACY. 7

FOR SALE.—A clean $2000 stock of drugs in a thriving village of 700. An extensive country patronage; store new and modern and lighted with acetylene. Business established 31 years ago by present owner. Address A. R. Armstrong, Pine Bush, N. Y. 7

WANTED.—First-class salesmen calling on druggists to handle high grade of eye remedies on commission. Delivered and guaranteed to druggists, and long time on first order. State experience and give reference in first letter. F. I. Acheson, M.D., Emporia, Kansas. 7

FOR SALE.—Modern drug fixtures, good as new, all or part, birch mahogany. All-glass marble show-cases at a bargain. Owner, Box X, care BULLETIN OF PHARMACY. 7

FOR SALE.—A-1 drug store opposite one of Chicago's beautiful parks. Agency for Eastman Kodaks. Nyal, Penslar, A. D. S. Sub-Postal Station. Best reasons for selling. Excellent business. Act quickly. Address C. H., care BULLETIN OF PHARMACY. 7

WANTED.—To hear from owner of good drug store for sale. State cash price. D. F. Bush, Minneapolis, Minn. 7

CASH.—If you want to sell your drug store or other property, any kind, anywhere, for cash, write us. We bring buyers and sellers together regardless of distance. Established 1893. Northwestern Business Agency, Minneapolis, Minn. 7

WANTED.—Salesman to carry a side-line—Sterling Graduates with unbreakable bottoms. Pay a good commission. Address Neidlinger Bros., 79 Murray Street, New York. 7

WANTED.—Salesmen to handle a new line of finest package candy beginning September 1st. Liberal commission. Permanent business. Unless you are able to finance yourself and mean business, don't apply. Address Box R, care BULLETIN OF PHARMACY. 7

WANTED.—Situation, preferably in lower Michigan. Am a graduate of Marquette University of Pharmacy, have had experience in city and country stores; am registered in Michigan; can furnish best of references. Address T. J. V., care BULLETIN OF PHARMACY. 7

FOR SALE.—Drug store in good western Pennsylvania farming country. Full prices. Rent $15.00. Average sales $20.00. Only store. Fifteen hundred to draw from. Price $2000. Drugs, care BULLETIN OF PHARMACY. 6

SALESMEN WANTED.—We want a few good salesmen calling regularly on the drug trade to handle one of our high-grade, quick-selling products as a side-line. For particulars and terms write the Bacorn Company, Elmira, N. Y. 6

WANTED.—If you are interested in starting a drug store in a small town in Michigan where there is a good opportunity, there being no drug stores in the county, address G. D. M., care BULLETIN OF PHARMACY. 6

WANTED.—Situation as clerk, or would buy a small drug store in the western States. I am a Cuban, speaking both English and Spanish, and am registered in the Southern States. Please address Esteban Fernandez, Concordia 165, Habana, Cuba. 6

WANTED.—Registered pharmacist or druggist for drug store located in city of Grand Rapids, Mich. Steady position for young man of good habits and industrious. State age and give references. Address W. R. P., care BULLETIN OF PHARMACY. 6

FOR SALE.—Nyal store, Indiana town of 800. Snap; $2500; terms. Owner doctor, who wishes to devote entire time to practice. No. 1 fountain business. Two-story brick building, modern; rent $18. Address Snyder Drug Co., Troy, Indiana. 6

WANTED.—I am a graduate from the Ferris Institute and registered; can give best of references. Would like situation as drug clerk, preferably in the Upper Peninsula. Address H. H., care BULLETIN OF PHARMACY. 6

WANTED.—To hear from owner of good drug store for sale. Send cash price and particulars. D. F. Bush, Minneapolis, Minn. 1

DRUG STORES FOR SALE (snaps); also jobs—all States. Physicians, veterinarians, dentists, and nurses furnished and located. F. V. Kniest, Omaha, Nebraska. Estab. 1904. 7

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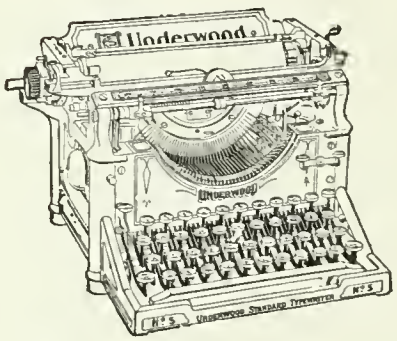
Is the machine upon which all World's Speed and Accuracy typewriter records have been established.



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Is the holder of the Elliott Cresson Medal for superiority of mechanical construction.

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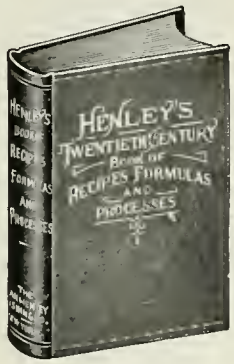
You Want This Book



WOULD it mean anything to you to be able to have at your finger tips a book that would give you practically every recipe and process known to chemistry, pharmacy and to every other branch of the useful arts and sciences?

Henley's Book of Formulas, Recipes and Processes contain over 10,000 selected chemical, pharmaceutical, technical and household recipes and gives thousands of recipes for the manufacture of valuable articles for every-day use and tells of thousands of ways of making money, including hundreds of so-called trade secrets known to almost every business.

This book is one of the most valuable reference books for druggists and manufacturers that there is published. It will supply you with information necessary on absolutely every recipe, formula and process known to every trade and science in the world.

Among some of the Formulas given are

Toilet Article Formulas
Recipes for Every Disease
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Tinning Recipes
Silvering Recipes
Recipes for Adhesives
Recipes for Plating and Enameling
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Shoe Dressing Recipes
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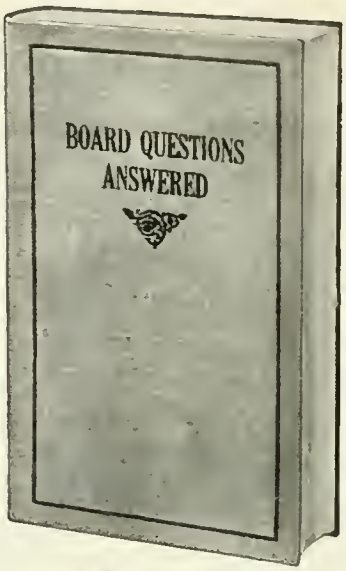
And many thousand more—Equally Important in the Arts and Manufactures.

We are selling this book to druggists at **$3.50** each, which includes a year's subscription to the Retail Druggist—the Magazine for live business Druggists.

THE RETAIL DRUGGIST

58-60 West Lafayette. **Detroit, Michigan**

A BOOK FOR THE UNREGISTERED



172 pages, bound substantially in cloth, $1.50.

We have been advertising this book now for several months, but we cannot help wondering if the readers of our announcements have thought we were praising the volume beyond its merits. Well, then, listen to what some of the editors of the pharmaceutical journals have been saying about the book:

The book consists of a series of examination papers set by boards of pharmacy in different States, with the correct answer appended to each question, forming a useful guide to the student who has to pass an examination, and giving him a good idea of the sort of questions he will be called upon to answer. We advise intending candidates to purchase a copy of "Board Questions Answered."—*Drug Topics.*

An examination of this little book will convince any pharmacy student that it will make a valuable addition to his library.—*The Drug Clerks' Journal.*

A carefully prepared manual, radically different from the usual cramming quiz compend. The usual short-cut answers so common in the ordinary quiz books are absent, and in their place is given, where necessity warrants, a long enough answer so that the reader may get a grasp of the subject matter itself. It provides in a way real knowledge instead of word formulas.—*N. A. R. D. Notes.*

Doubtless the editors do not exaggerate in stating that they have been led to compile these answers by a wide-spread information in available form. There is such a demand, and there will continue to be such a demand as long as pharmaceutical educators and board members follow divergent courses. These are the days of labor-saving, hence this book's value over the ordinary quiz compend as a step nearer to the very things that will be asked by the board.—*The Druggists Circular.*

It will greatly refresh the memory of the prospective candidate for examination and afford him hints as to the subjects in which he may be deficient, or as to matters which he may have neglected but may find important. A careful study of the book is bound to be of material assistance to the student, and the work may be studied with profit even by pharmacists who have long passed their examination.—*Merck's Report.*

These quotations show, don't they, that all we have said about "Board Questions Answered" has been more than justified by the facts? Every unregistered clerk who wants to get his full papers cannot afford to let the opportunity slip by to get a copy of the volume.

$1.50 POST-PAID.

E. G. SWIFT, Publisher, P. O. Box 484, DETROIT, MICH.

Every practitioner of medicine has use for this soap.

GERMICIDAL SOAP (McCLINTOCK) is one of the most powerful and efficient antiseptics and disinfectants known. A 1:5000 solution of it will destroy pus-producing organisms in less than five minutes, whereas a solution of mercuric chloride requires more than fifteen minutes to accomplish the same result.

Germicidal Soap (McClintock) is of the utmost value

IN SURGERY;
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Germicidal Soap (McClintock) is recommended by physicians for cleansing minor wounds, as a deodorant in offensive perspiration, for cleansing the scalp and checking dandruff. It is also used as a shaving soap by persons with chronic inflammation of the hair-follicles, in the treatment of acne and boils to prevent a spread of the infection, for venereal prophylaxis (as a disinfectant wash), for the preparation of vaginal douches, for the destruction of lice and fleas on household pets.

Germicidal Soap, 2%: large cakes, one in a box.
Germicidal Soap, Mild, 1%: large cakes, one in a box; small cakes, five in a box.
Germicidal Soap, Soft, 1%: collapsible tubes.
Germicidal Soap, Surgical, 1%: cylindrical sticks, each in a nickel-plated case.

We are bringing **Germicidal Soap (McClintock)** to the attention of the entire medical profession of America. Stock the soap.

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THE J. H. PADDOCK CO.,

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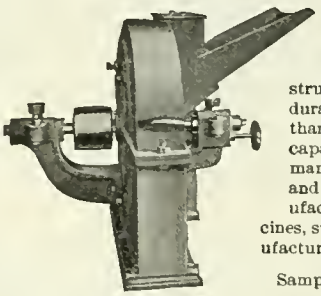

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